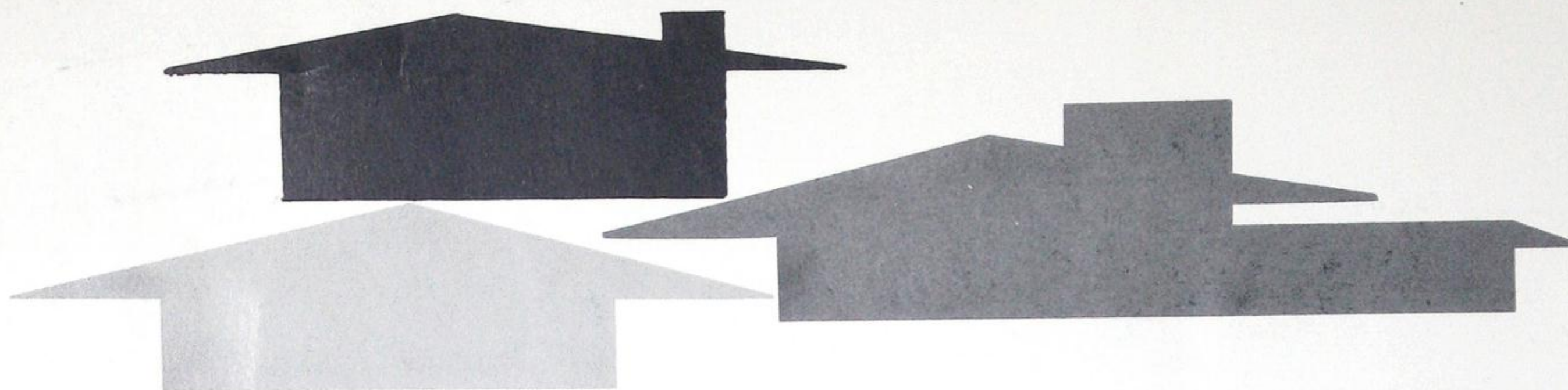


Market-Minder HOMES



by PRESIDENTIAL



THREE BRILLIANT SALES-TESTED SERIES TAILORED FOR THE THREE MAJOR INCOME LEVELS

For 1960 . . . "Market-Minder" Homes by Presidential . . . planned specifically to help you reach the income level your community demands. Each group of homes in this presentation . . . Inaugural—Executive—Director . . . features superlative design and quality construction features in new Ranchers, brilliant Split-Levels, authentically traditional Colonials and salty Cape Cods.

This sensational "Market-Minder" sales program means that you can aim your sale directly to reach your prospective buyer . . . and be able to build what he wants at the price he wants . . . quickly and profitably.

Every PRESIDENTIAL "Market-Minder" Home in these three series has been SALES-TESTED by leading merchant builders. These builders, cooperating in our program, have successfully pre-merchandised these new homes. Every one of them will tell you how completely successful they have been in demanding, competitive markets.

PRESIDENTIAL prices are the lowest possible in keeping with so much quality. Each home is enhanced by the unlimited number of customized features available which makes it possible to offer your customer a home with its own "stamp of individuality" on it, in a realistically priced package.

207
OK

Emphasis has been placed on satisfying many demands; for maximum space in relation to cost, for the accommodation of growing families, for matching the trend to clearly defined and integrated areas for each of the activities of daily life.

THE SPLIT LEVEL

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All square footages shown in this catalog are for living areas.
They do not include garages, unfinished basements or attics.

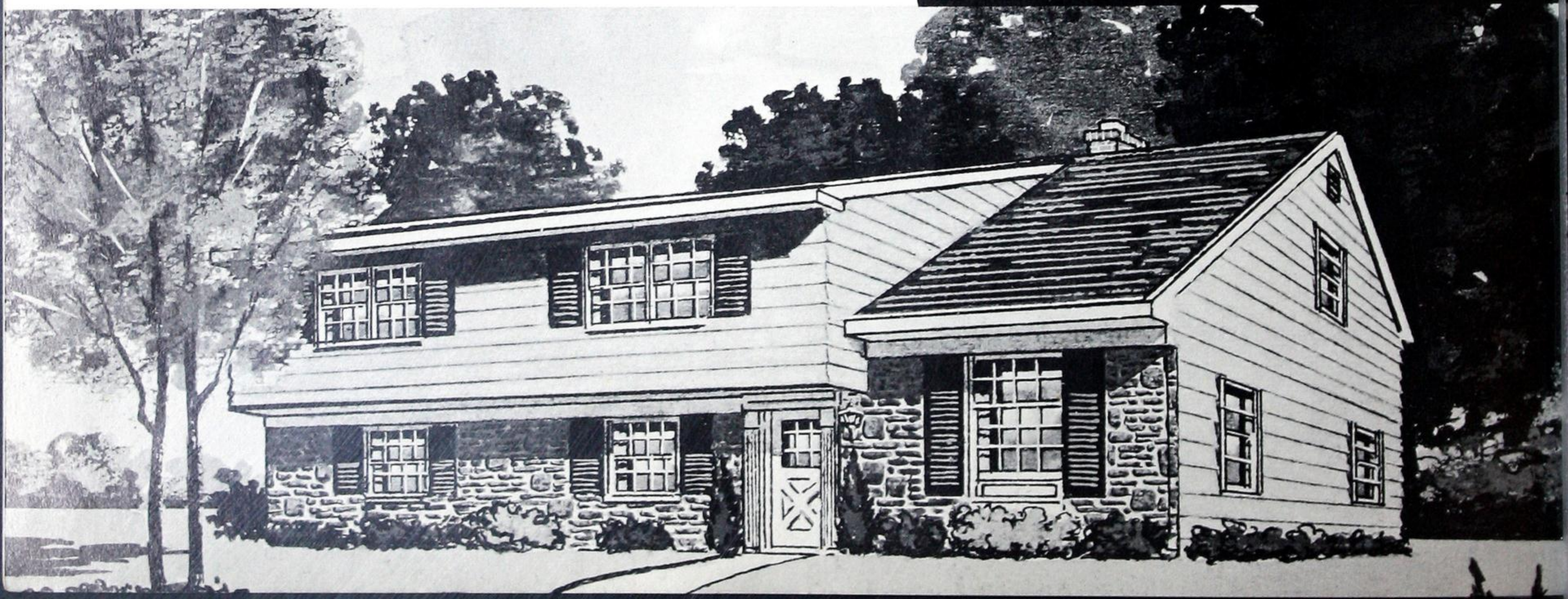
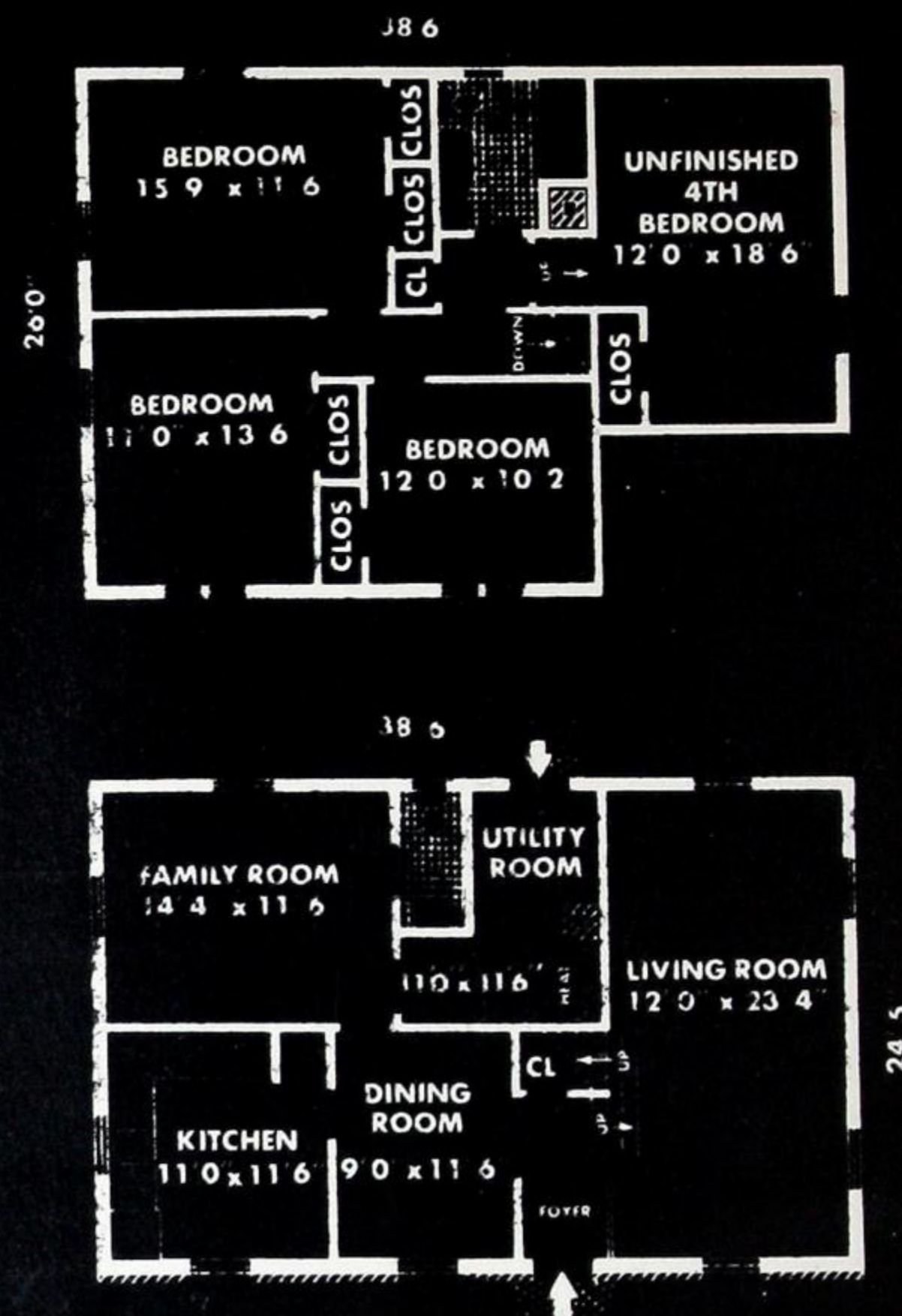
The Inaugural Series

The Brandywine

COLONIAL CHARM ENHANCED BY SPACIOUSNESS

Center hall entrance foyer. Separate dining room. Bonus 4th bedroom or playroom. Family room adjoining kitchen.

1711 Sq. Ft. Base
1940 Sq. Ft. with 4th Bedroom
38'6" wide, 24'0" deep

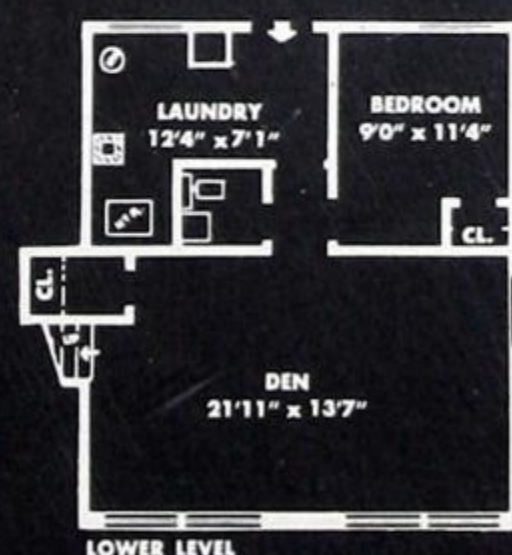
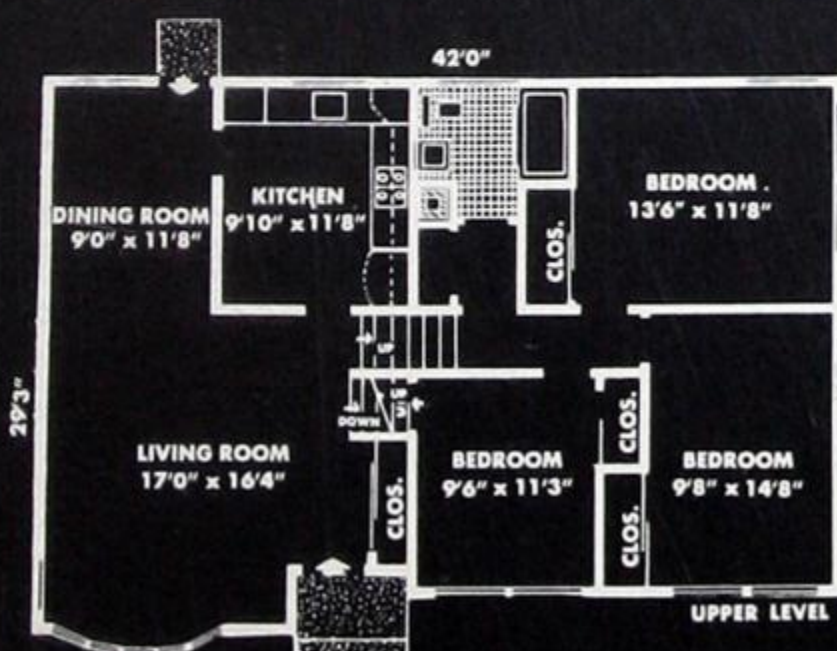
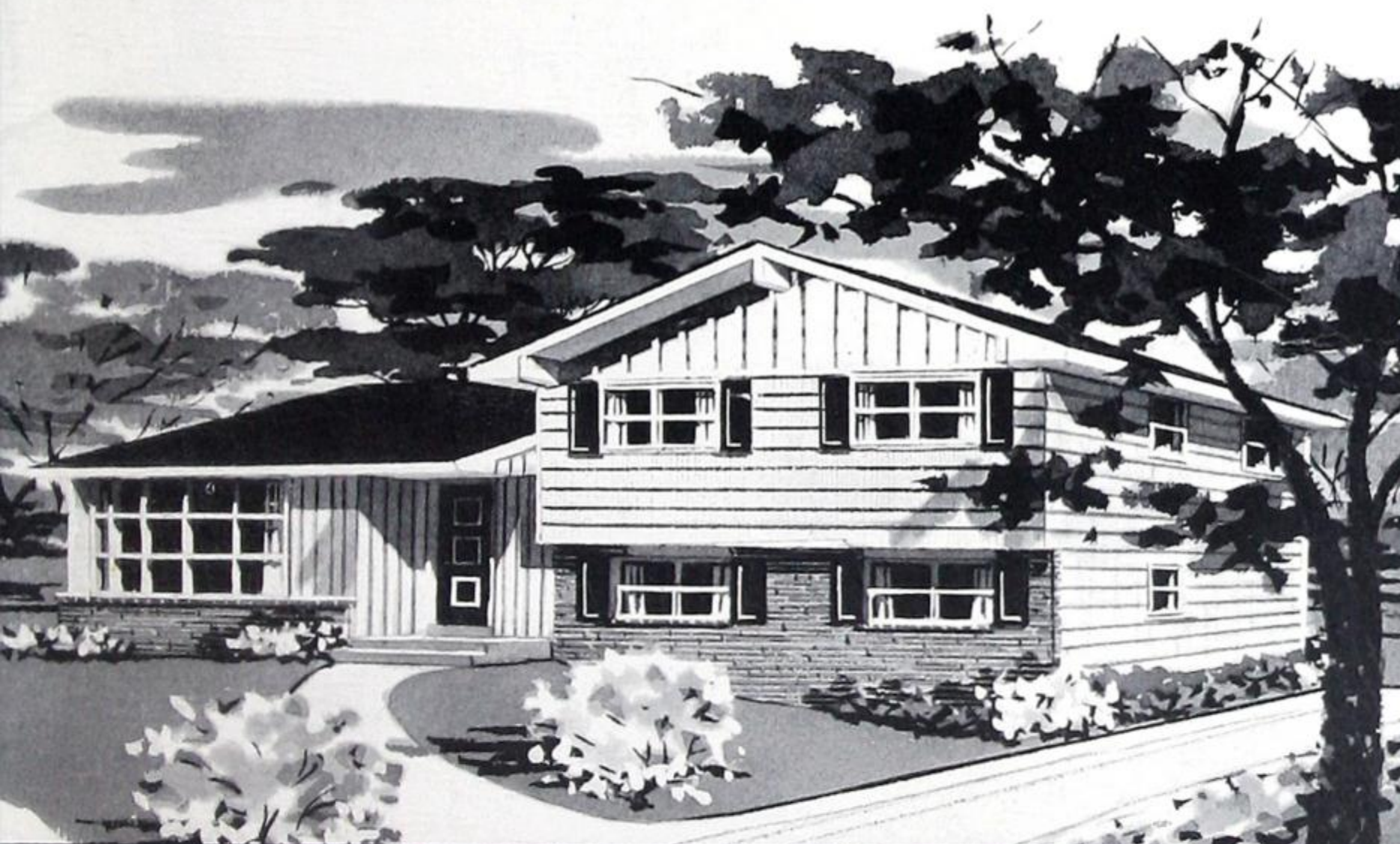


The West Chester

ROOMINESS COMBINED WITH EFFICIENCY

Sheltered entrance—4 bedrooms plus den. Bow window in living room—Den-level powder room, large laundry room.

1745 Sq. Ft.
42'0" wide, 27'3" deep

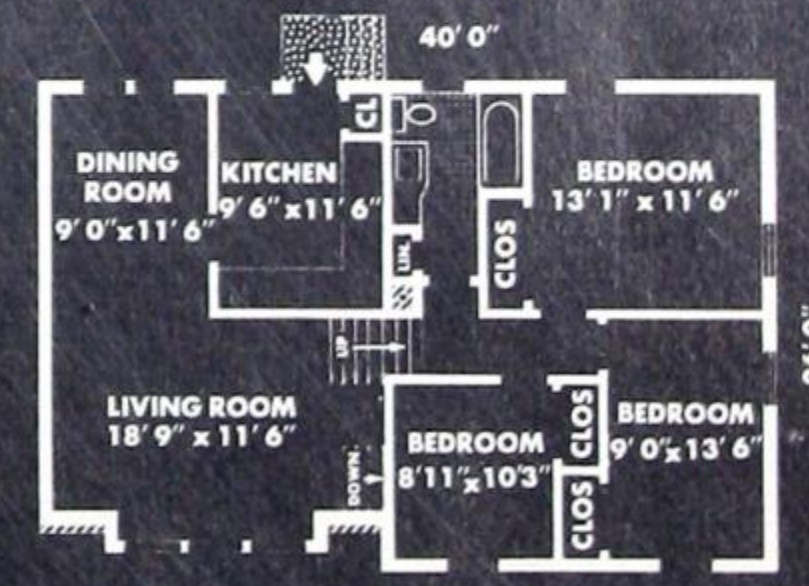
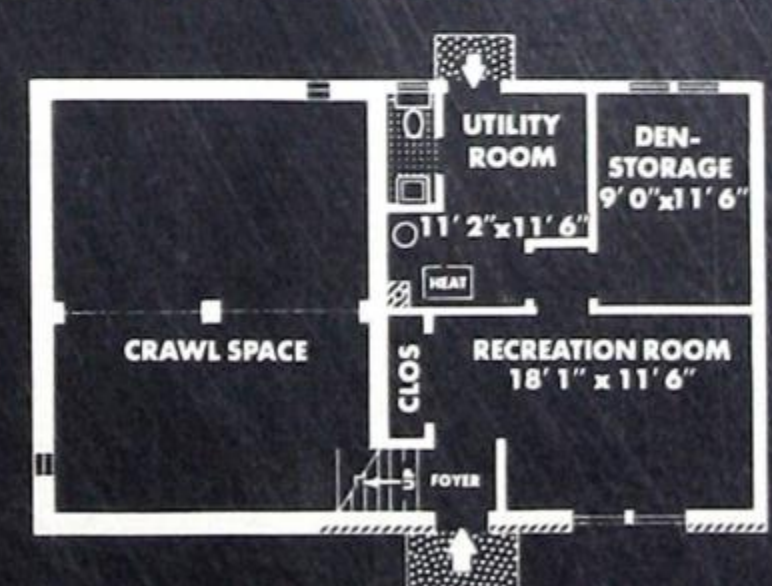
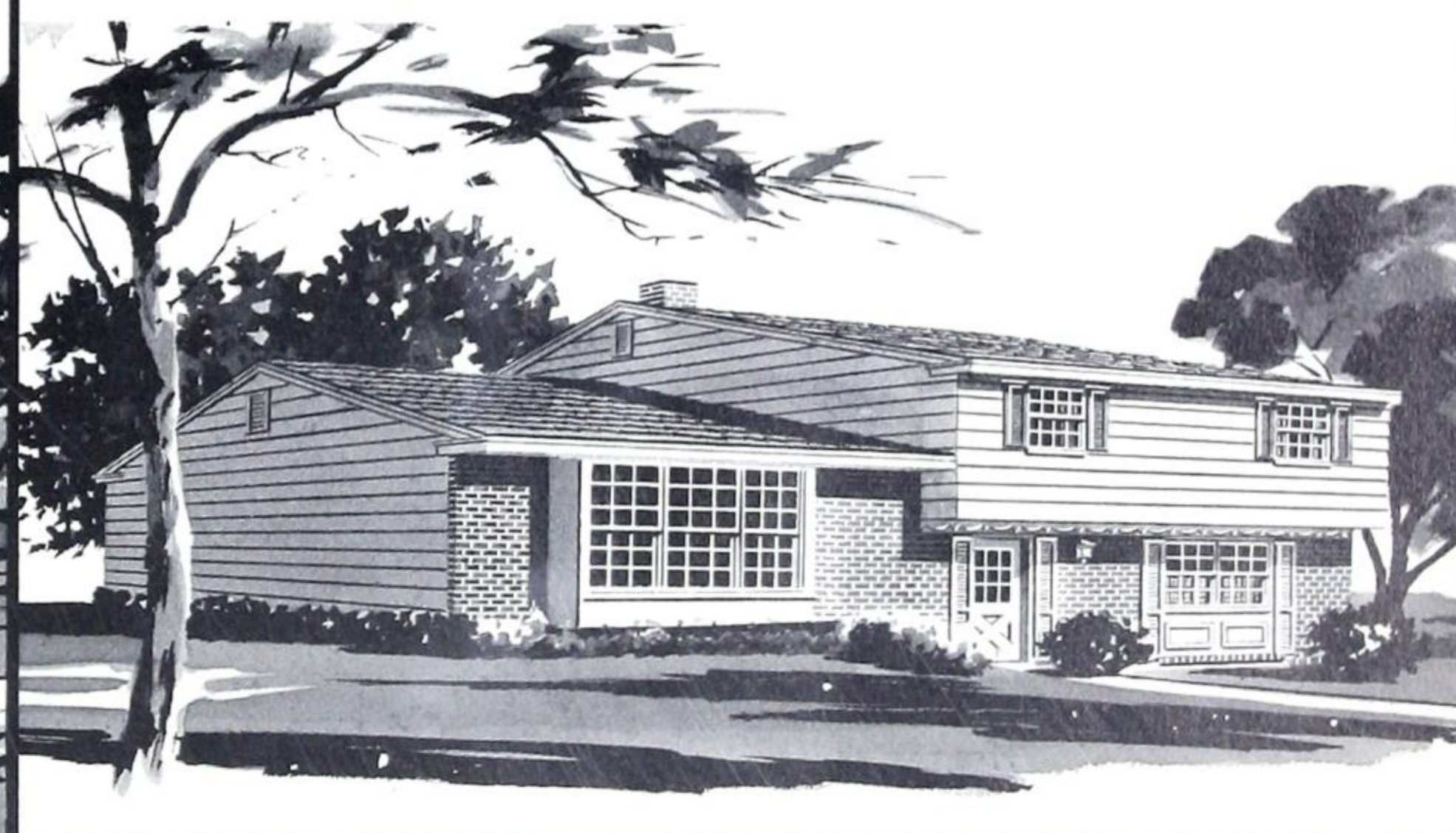


The Providence

PLANNED FOR EASY LIVING

A masterful 9-room design with large living room, extra spacious recreation room—separate room for storage or hobbies—big utility room.

1520 Sq. Ft.
40'0" wide, 26'0" deep



The Lincoln

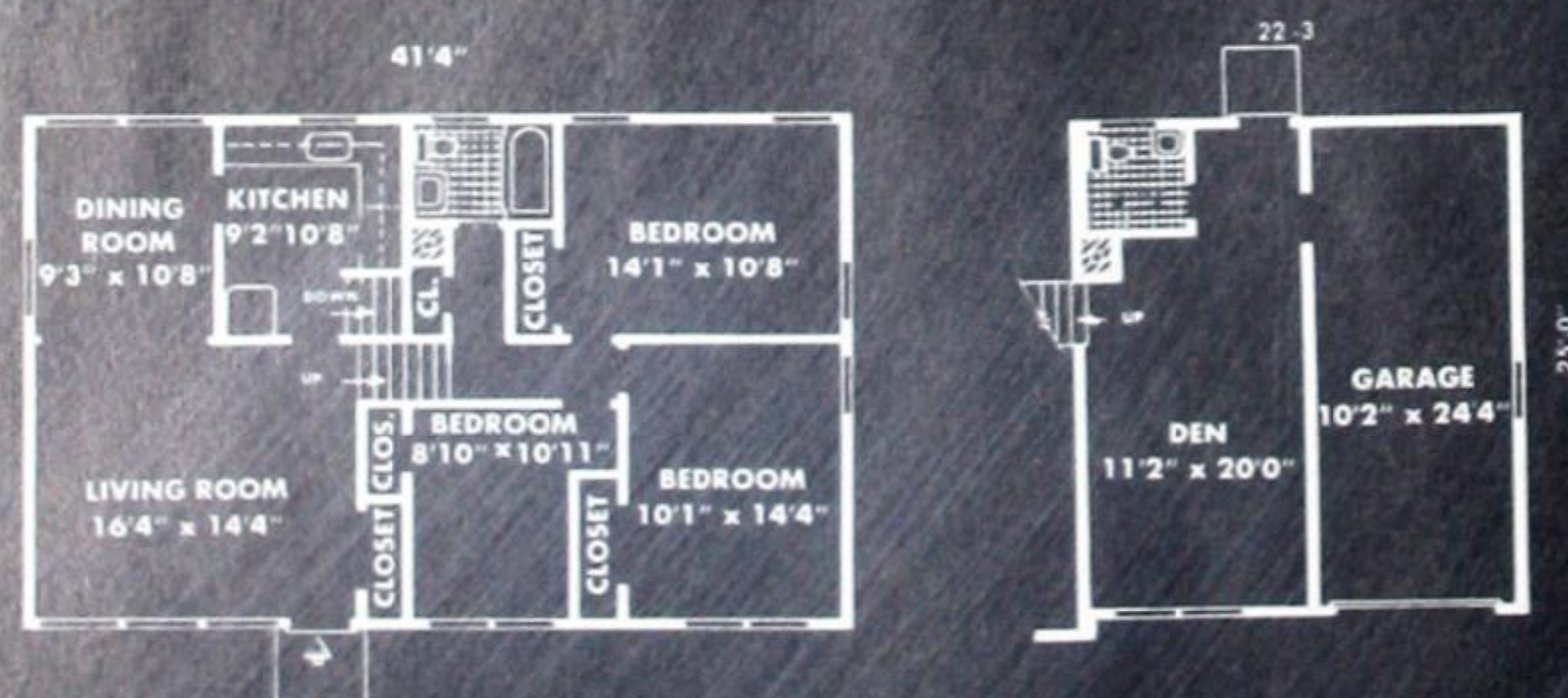
SPACE WITHOUT WASTE

Large living room with picture window. King-size den—powder room with access from rear entrance. Either A or B available for basement.

The Lincoln A—Crawl—1-car garage—1 bath and powder room. Hip or gable roof.

The Lincoln B—Crawl—1-car garage—1½ baths and powder room. Hip or gable roof.

1302 Sq. Ft.
41'4" wide, 26'0" deep

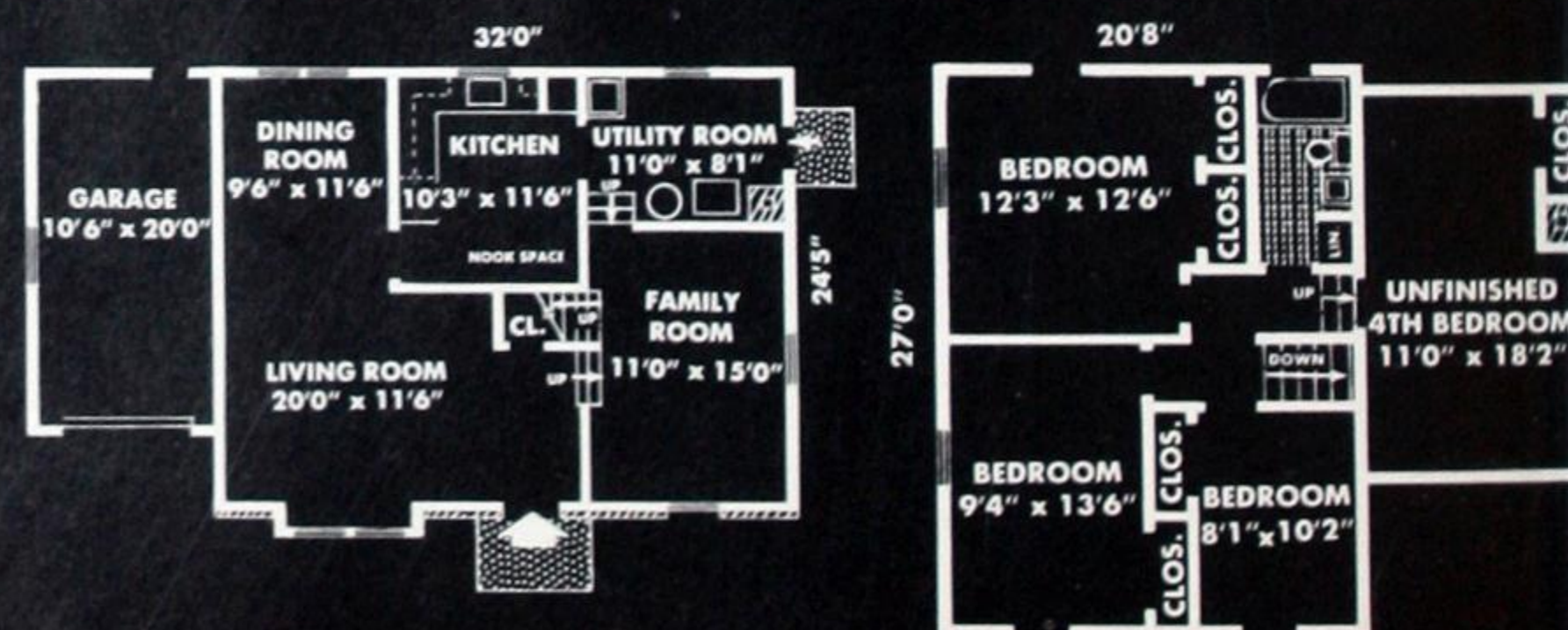
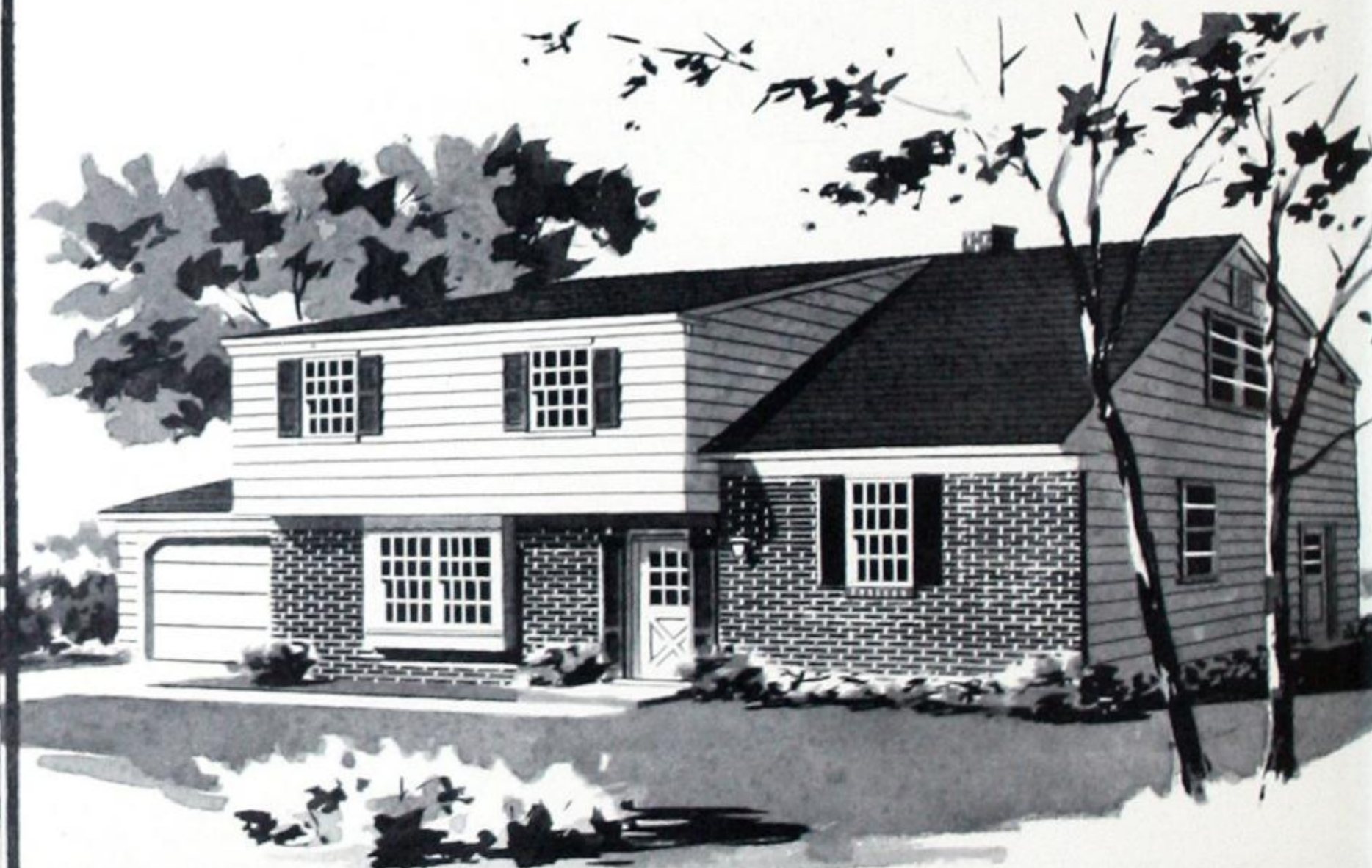


The Yarmouth

IDEAL FOR THE GROWING FAMILY

Large 232 sq. ft. living room. Optional 4th bedroom. Big family room. Utility-laundry room on first floor directly adjoining kitchen with rear "mud" entrance.

1320 Sq. Ft.
1532 Sq. Ft. with 4th Bedroom
32'0" wide, 24'0" deep

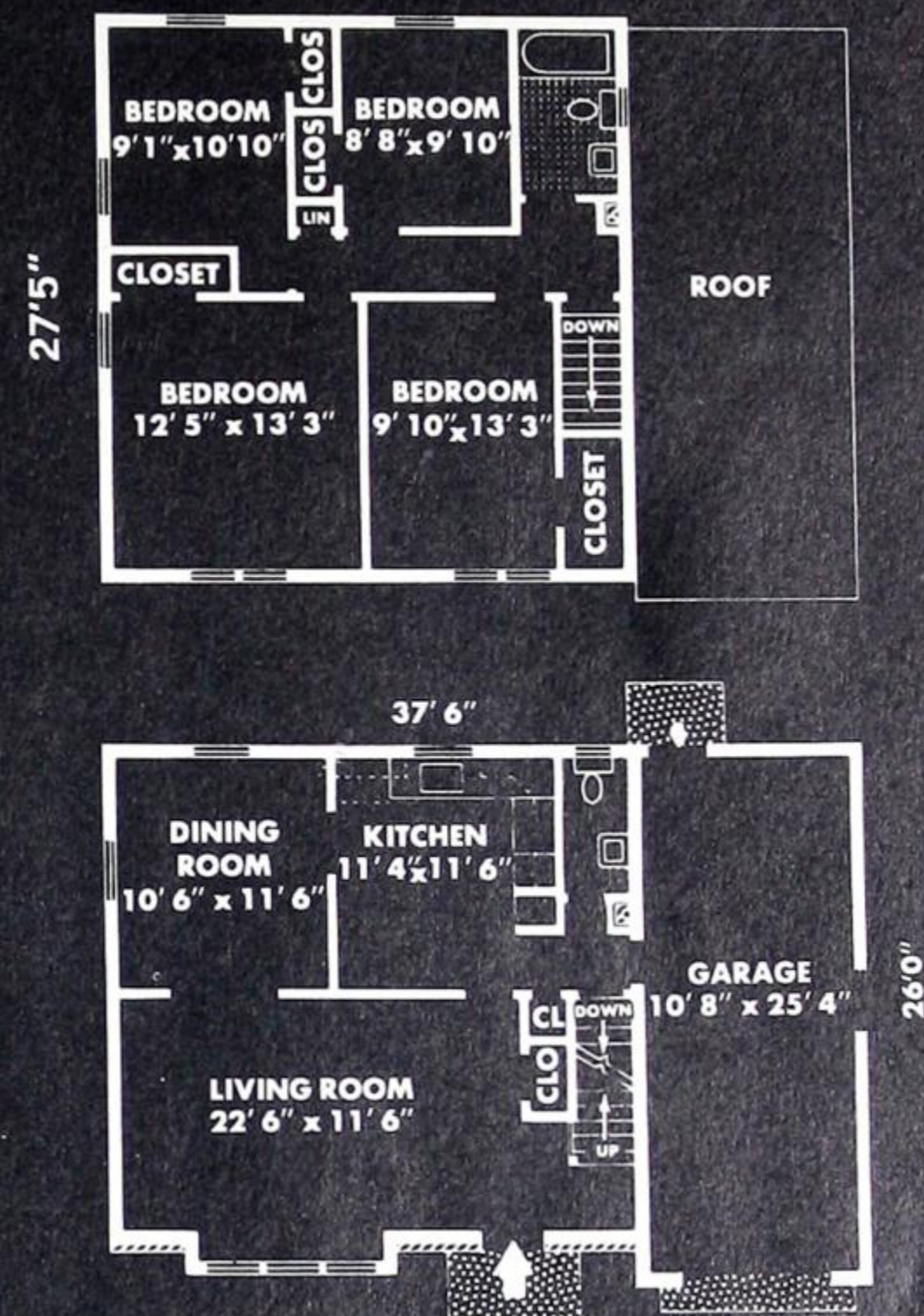


The Colony

SPACIOUSNESS WITH ECONOMY

Four bedrooms — separate dining room — Plenty of kitchen space—7 closets—extra garage for added storage space. First floor powder room.

1365 Sq. Ft.
37'6" wide, 27'5" deep

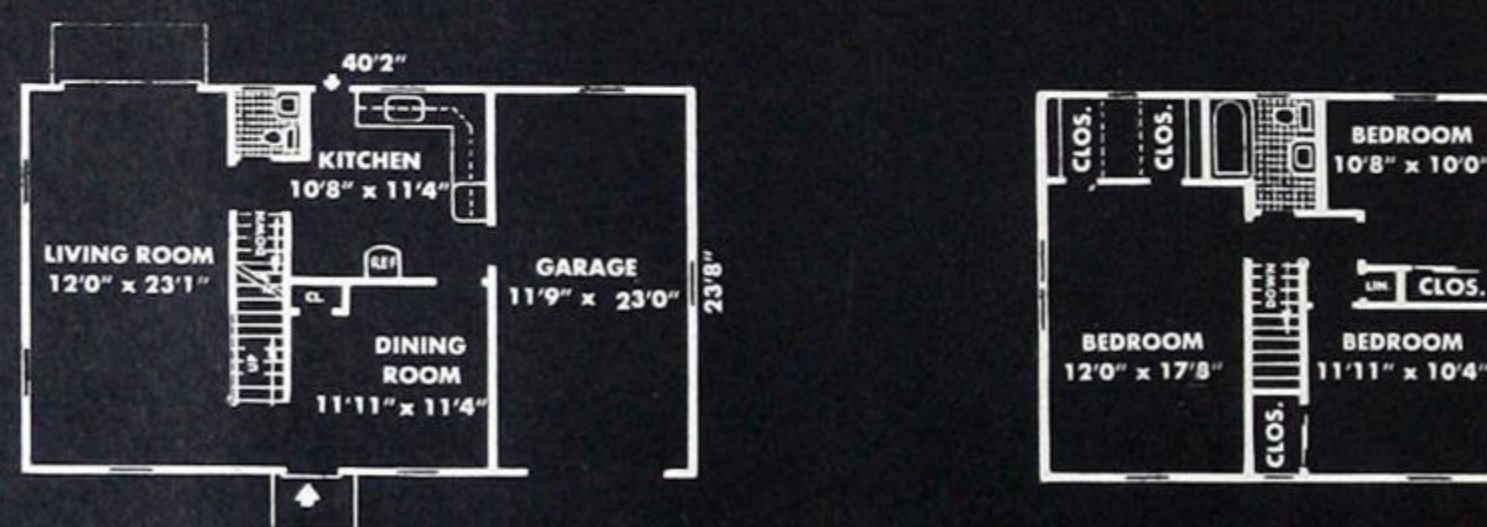
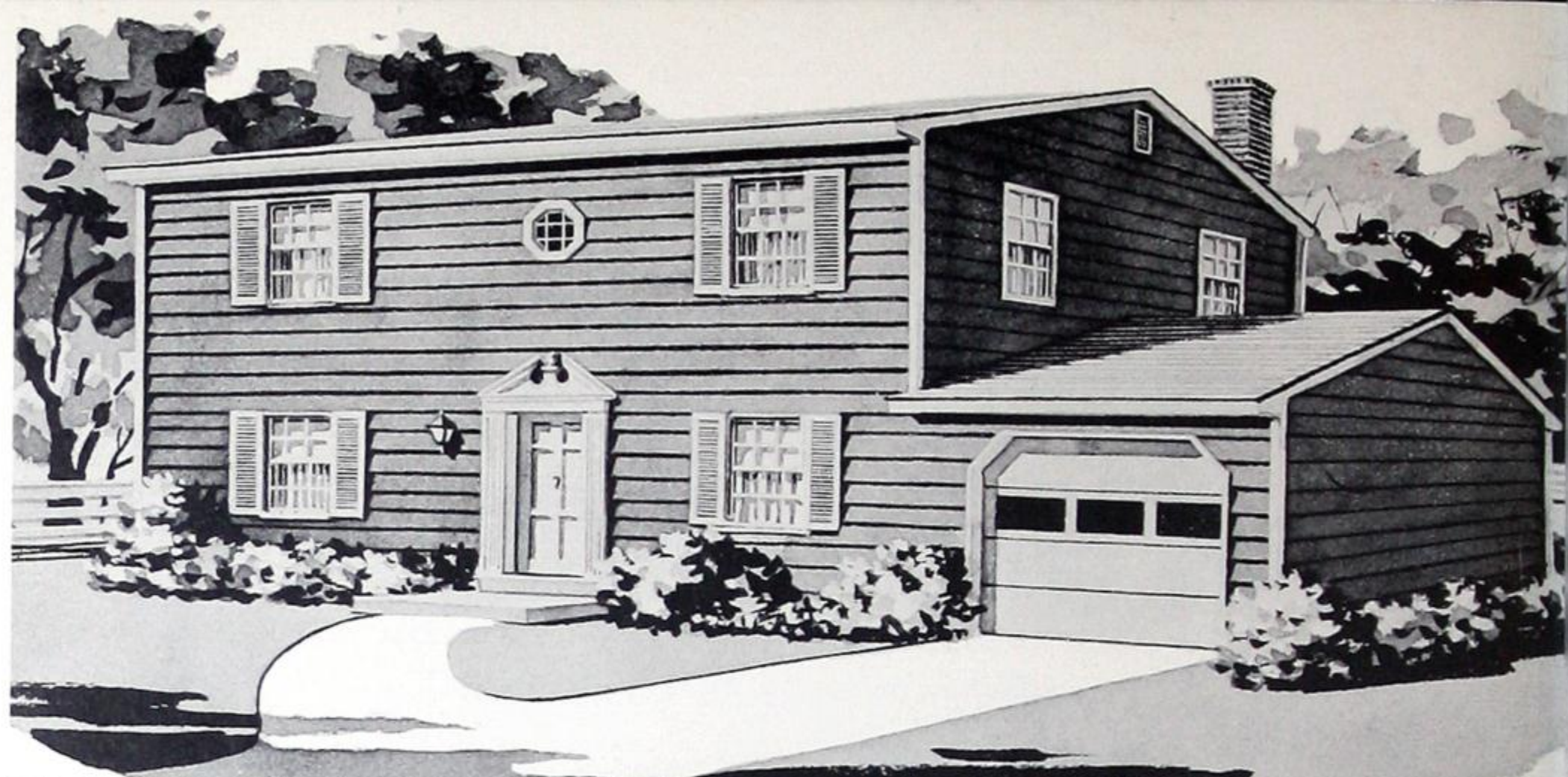


The Brookline

DESIGNED FOR LOTS OF LIVING

3 bedrooms with huge master bedroom having 2 walk-in closets. Large living room with door opening on rear patio. First floor powder room, spacious kitchen—separate dining room.

1334 Sq. Ft.
40'2" wide, 23'8" deep



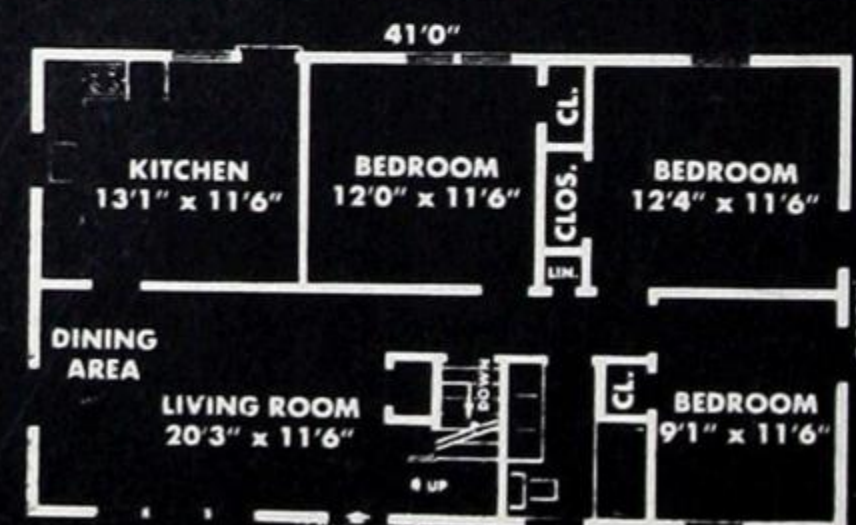
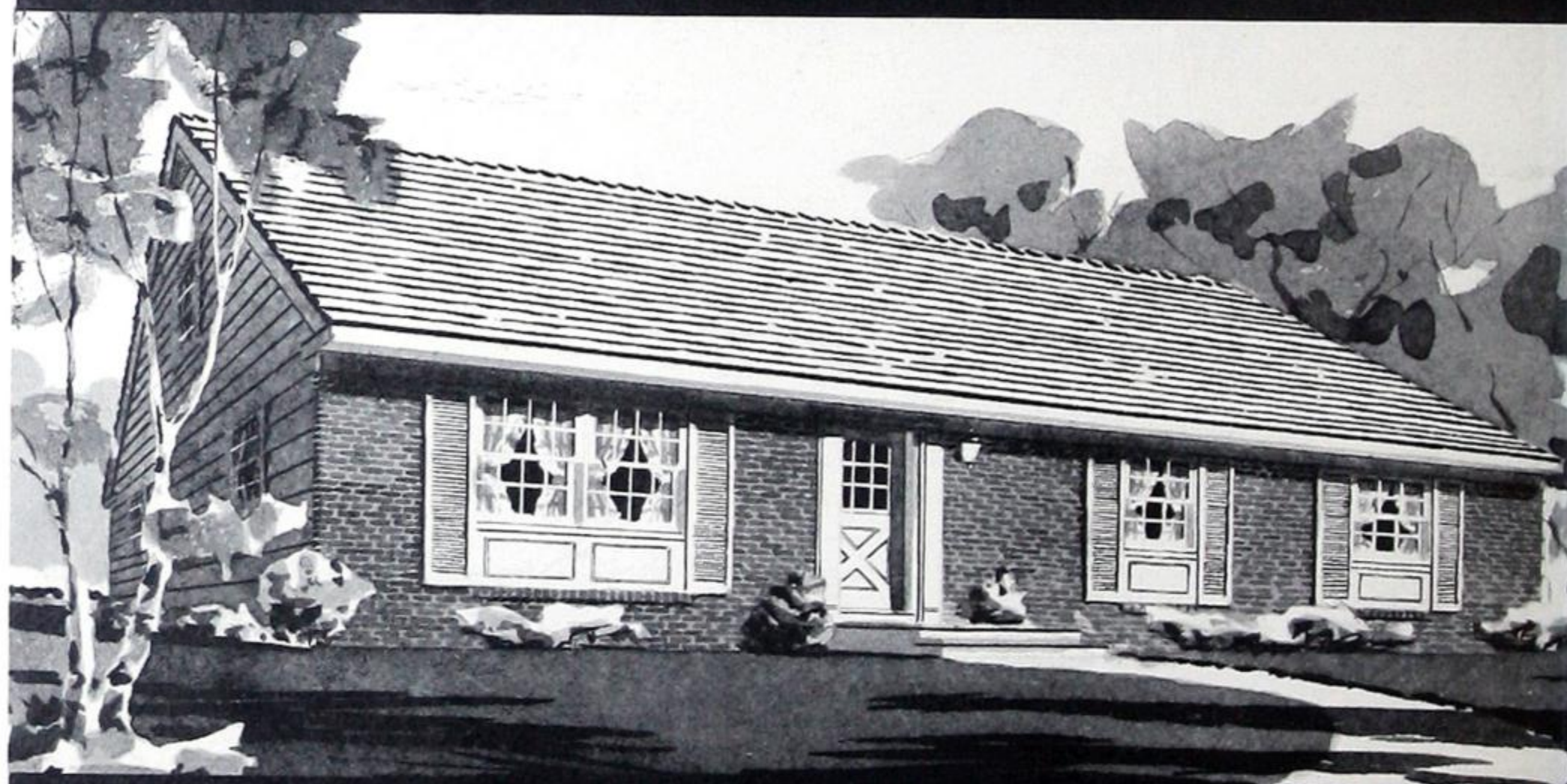
The Gettysburg

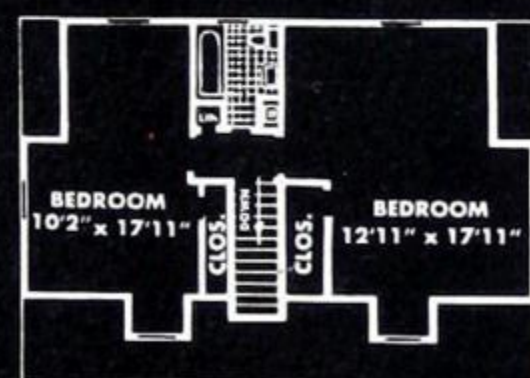
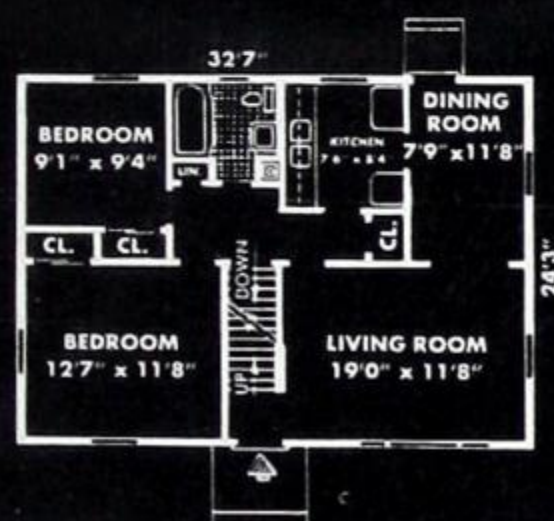
EARLY AMERICAN, COMPACT AND COZY

Kitchen and utility room with easy outside access. Unfinished second floor provides abundant storage space. Permits expansion to additional bedrooms and bath or recreation room.

Dormers available for
2nd floor expansion.

984 Sq. Ft.
41'0" wide, 24'0" deep



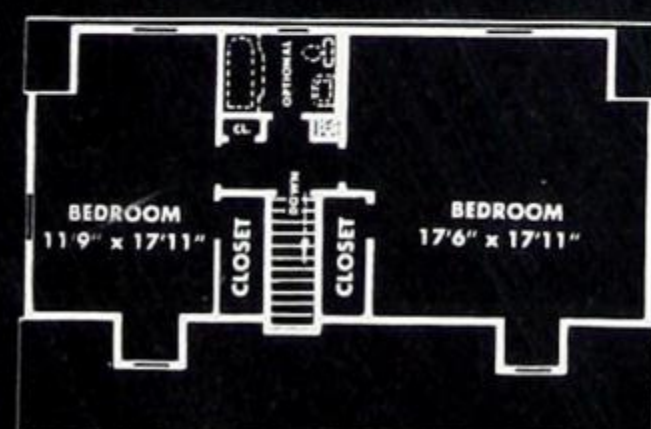


The Fairfield

COMPACT AUTHENTIC CAPE COD

- A—for finished 2nd floor.
- B—for expansion 2nd floor.
- C—A with 1-car garage.
- D—B with 1-car garage.
- E—A with breezeway and garage.
- F—B with breezeway and garage.

1382 Sq. Ft. with 2nd floor, or
791 and 591 Sq. Ft. expansion
32'0" wide, 24'3½" deep



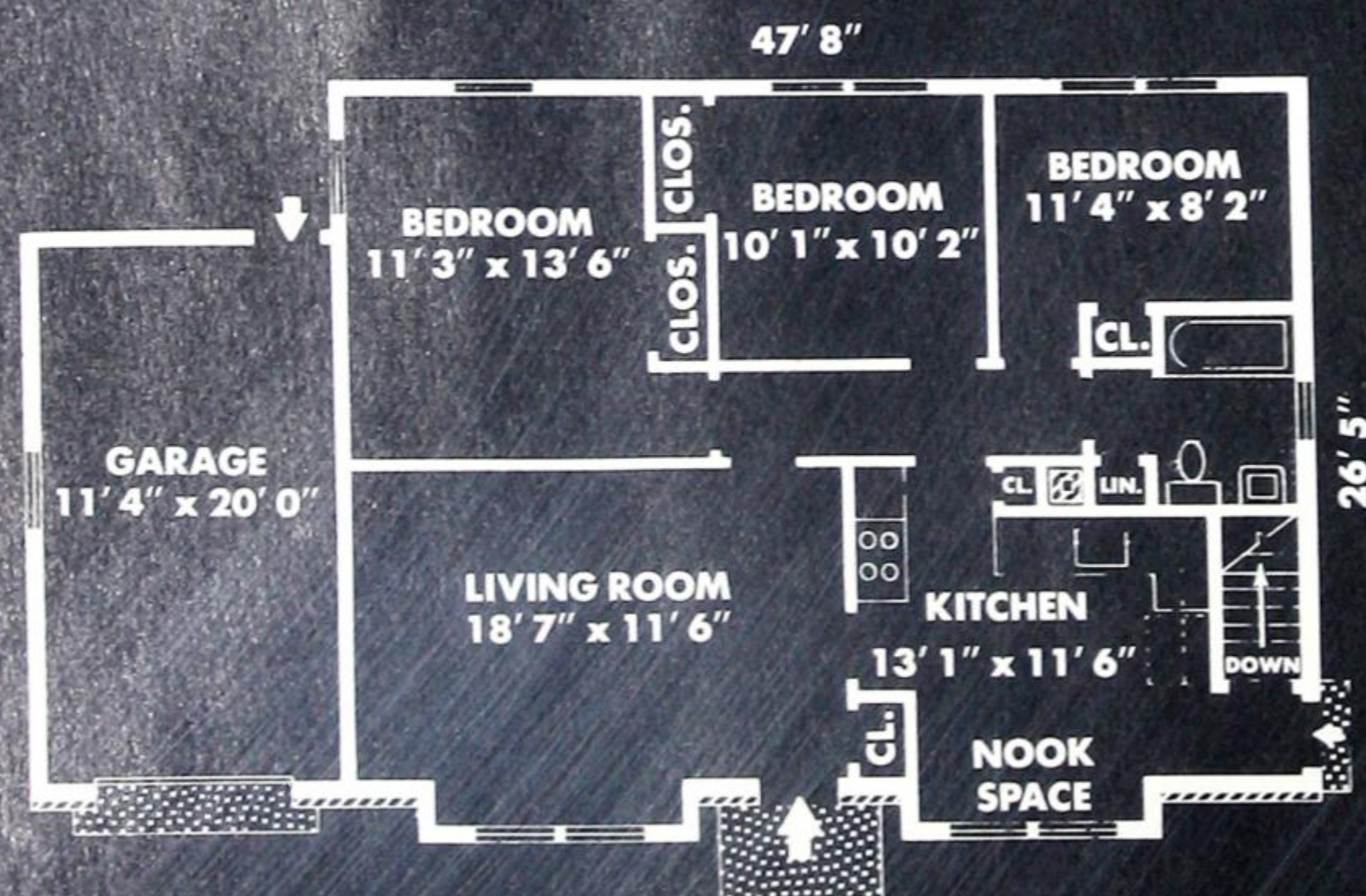
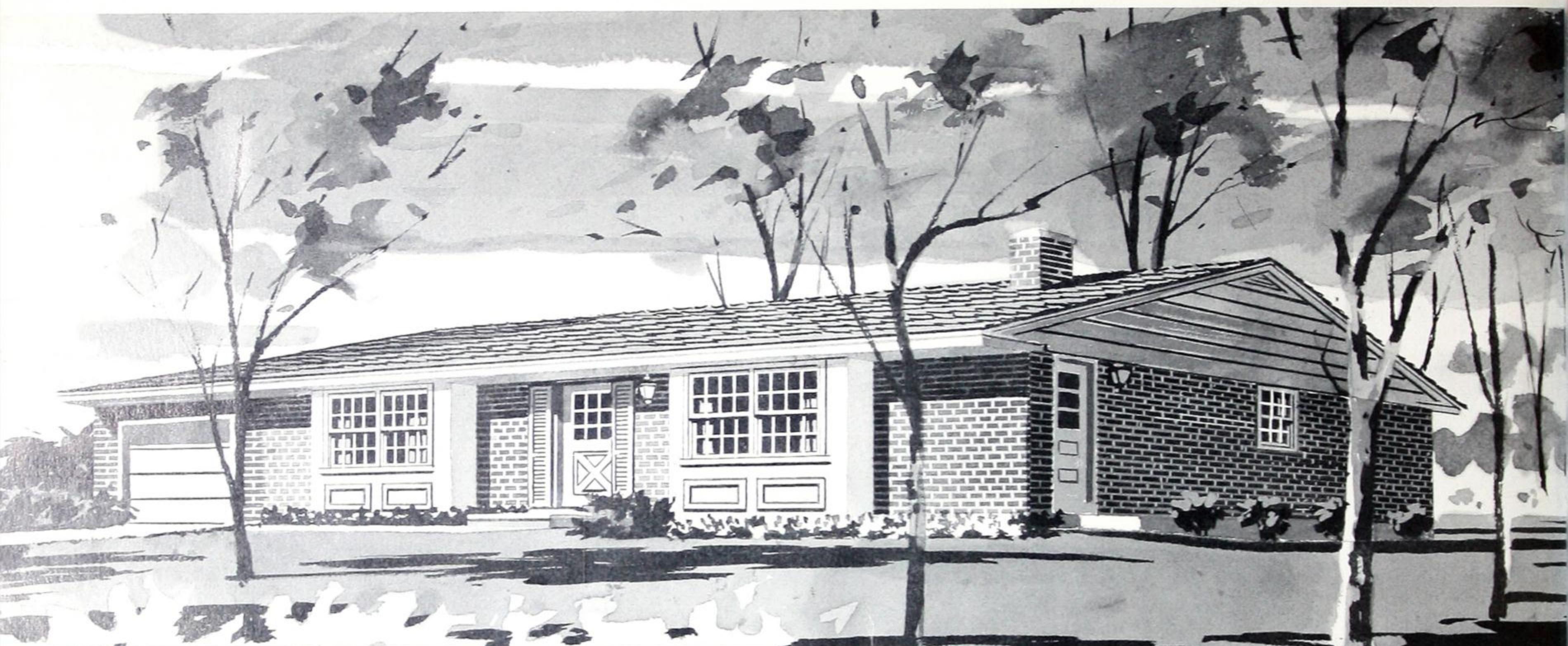
The Fairfield Deluxe

THE CHARM OF EARLY NEW ENGLAND

- A—for finished 2nd floor.
- B—for expansion 2nd floor.
- C—A with 10' breezeway.
- D—B with 10' breezeway.

1739 Sq. Ft. with 2nd Floor, or
982 and 757 Sq. Ft. expansion
54'7" wide, 24'3½" deep

The Chadwick



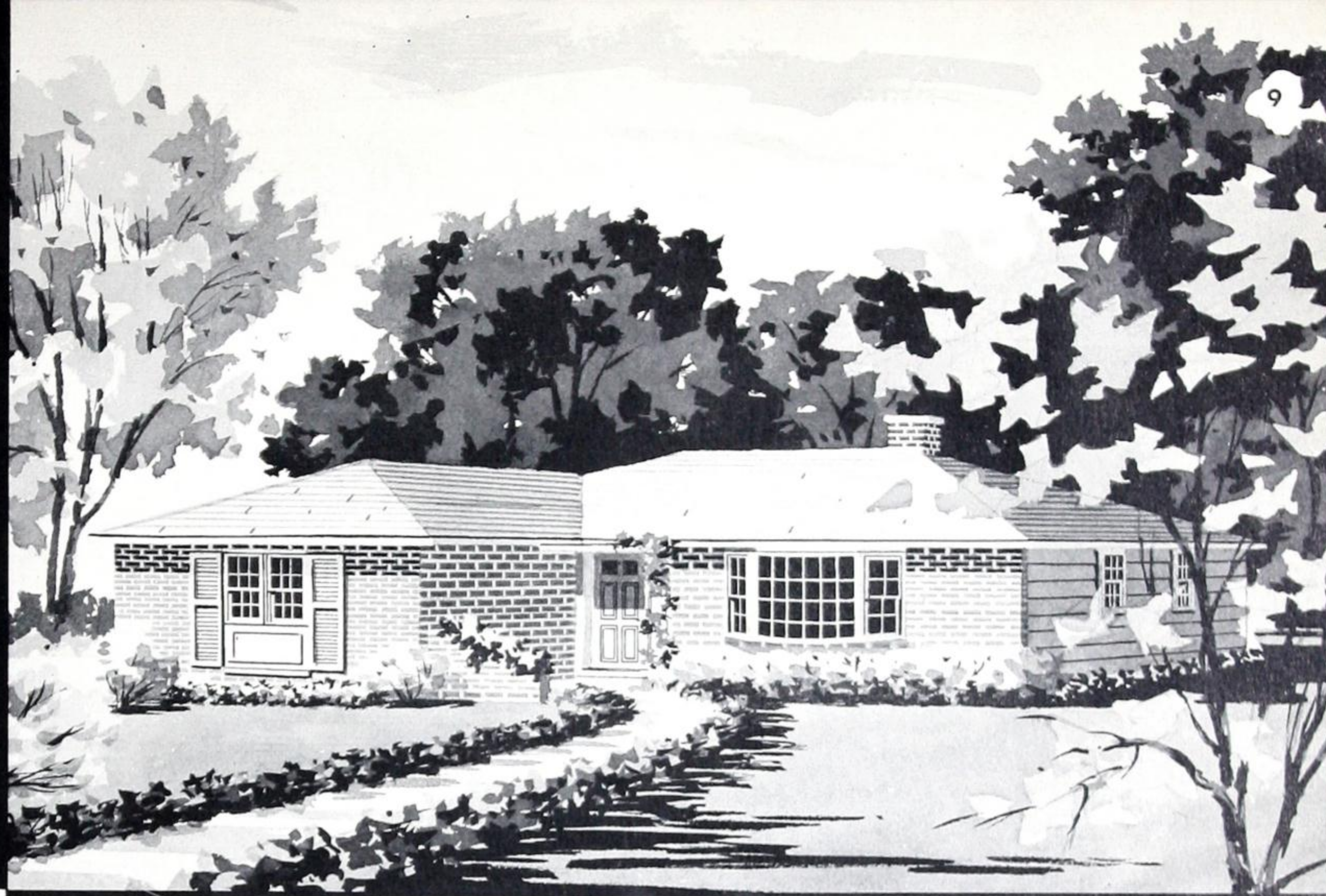
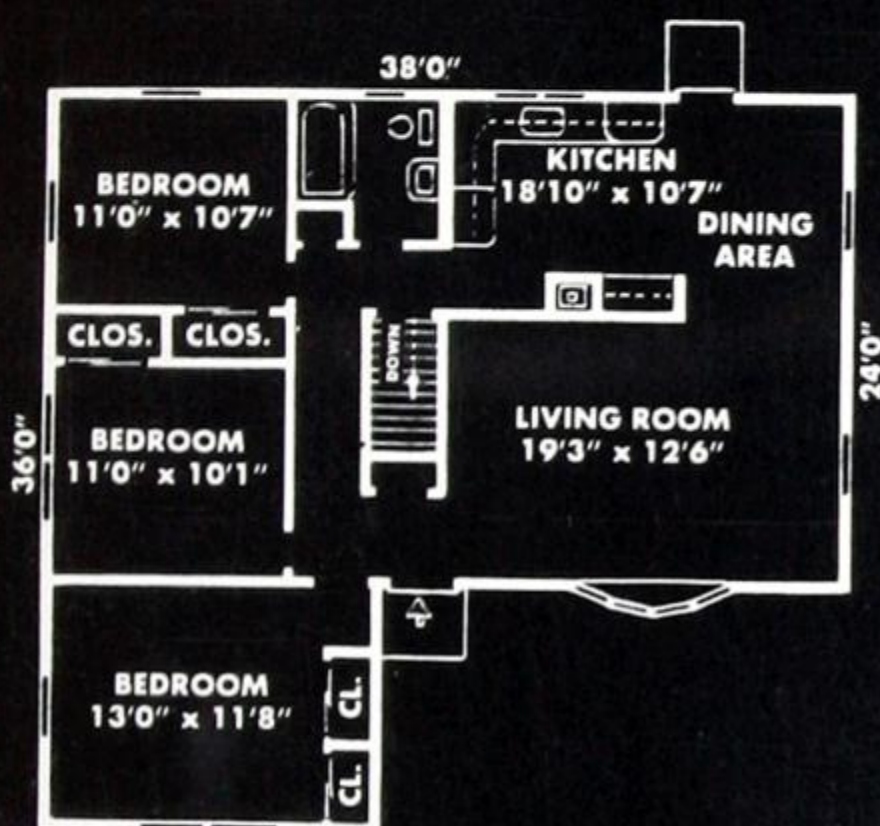
MODERN COMFORT WITH TRADITIONAL AMERICAN STYLING
Excellent traffic pattern keeps bedrooms separate from living room area. Colonial Bay windows in living room and dining area.

960 Sq. Ft.
47'8" wide, 26'0" deep

The Concord

For basement, crawl or slab construction. Three bedrooms, including 18'4" master bedroom. Excellent traffic flow between 20 ft. kitchen, dining room and 21 ft. living room.

1104 Sq. Ft.
38'0" wide, 36'0" deep

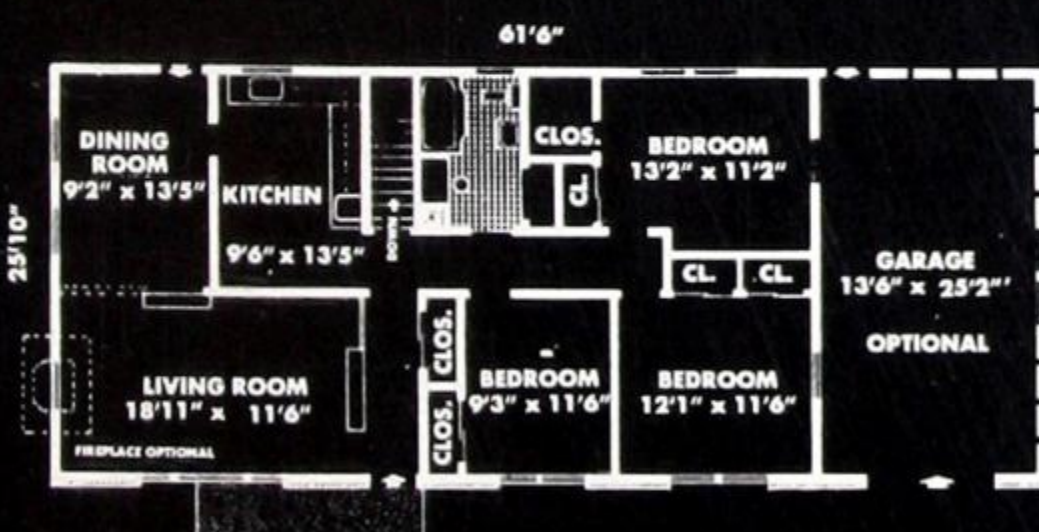


The Oregon

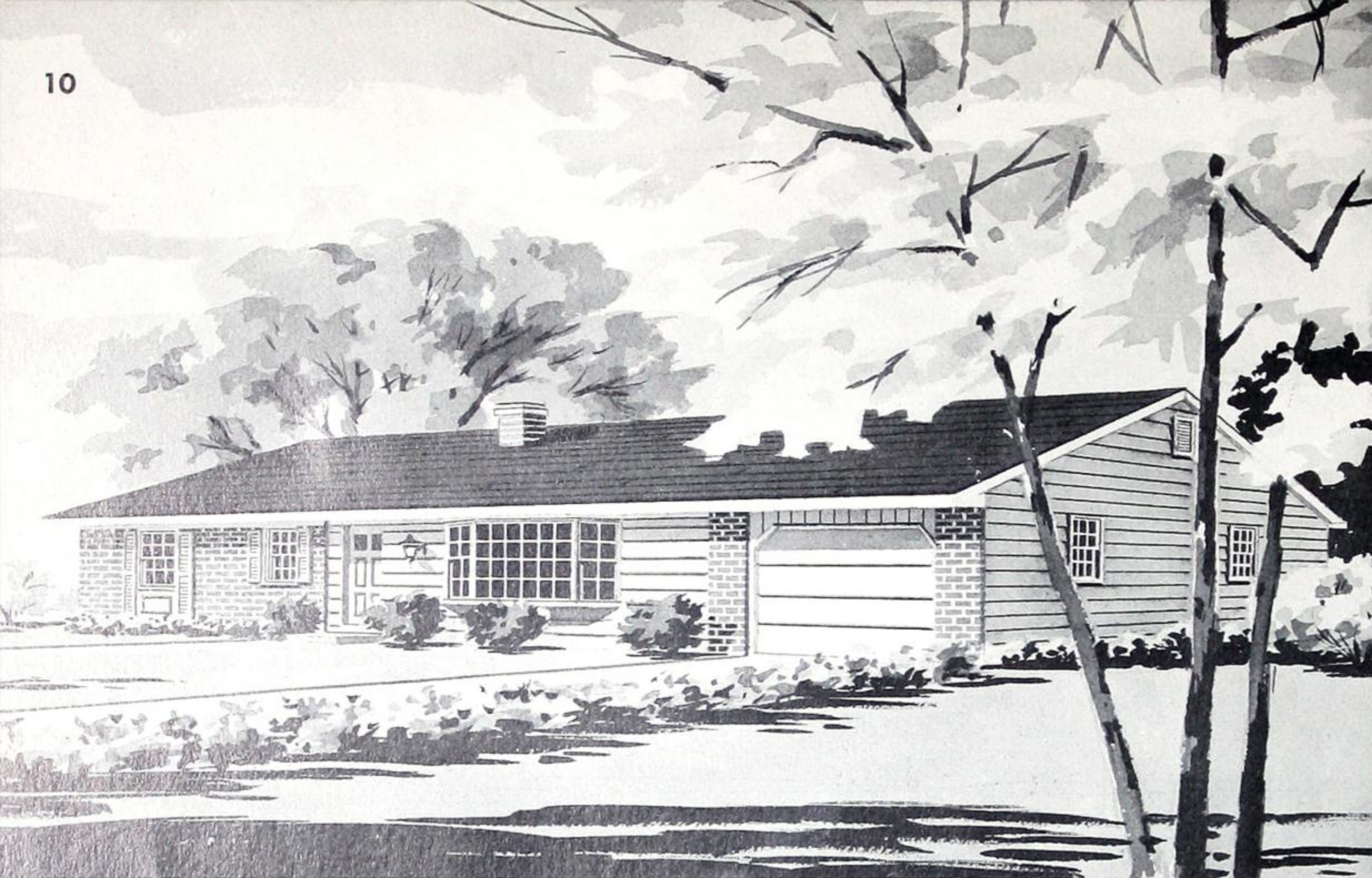
CLEAN, UNCLUTTERED SPACE
ARRANGEMENT

Bedrooms separate from living area to insure comfort and privacy. Center hall entrance—Sunken living room. Separate dining room. Optional Garage.

1227 Sq. Ft.
47'6" wide, 25'10" deep

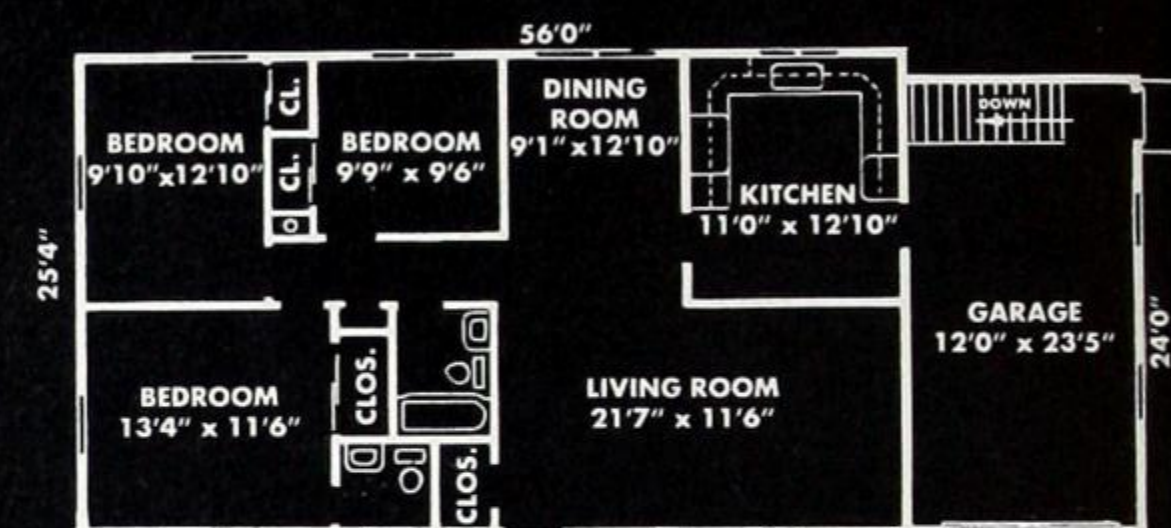


Oregon B with 1-car garage.

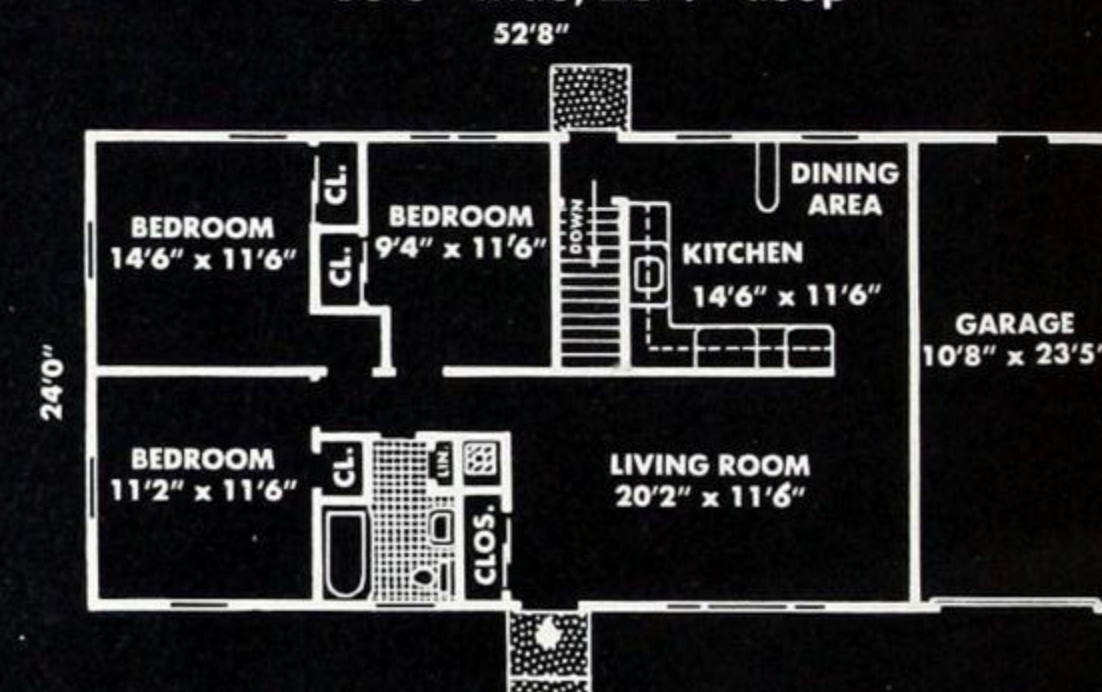


The Chatham I & II

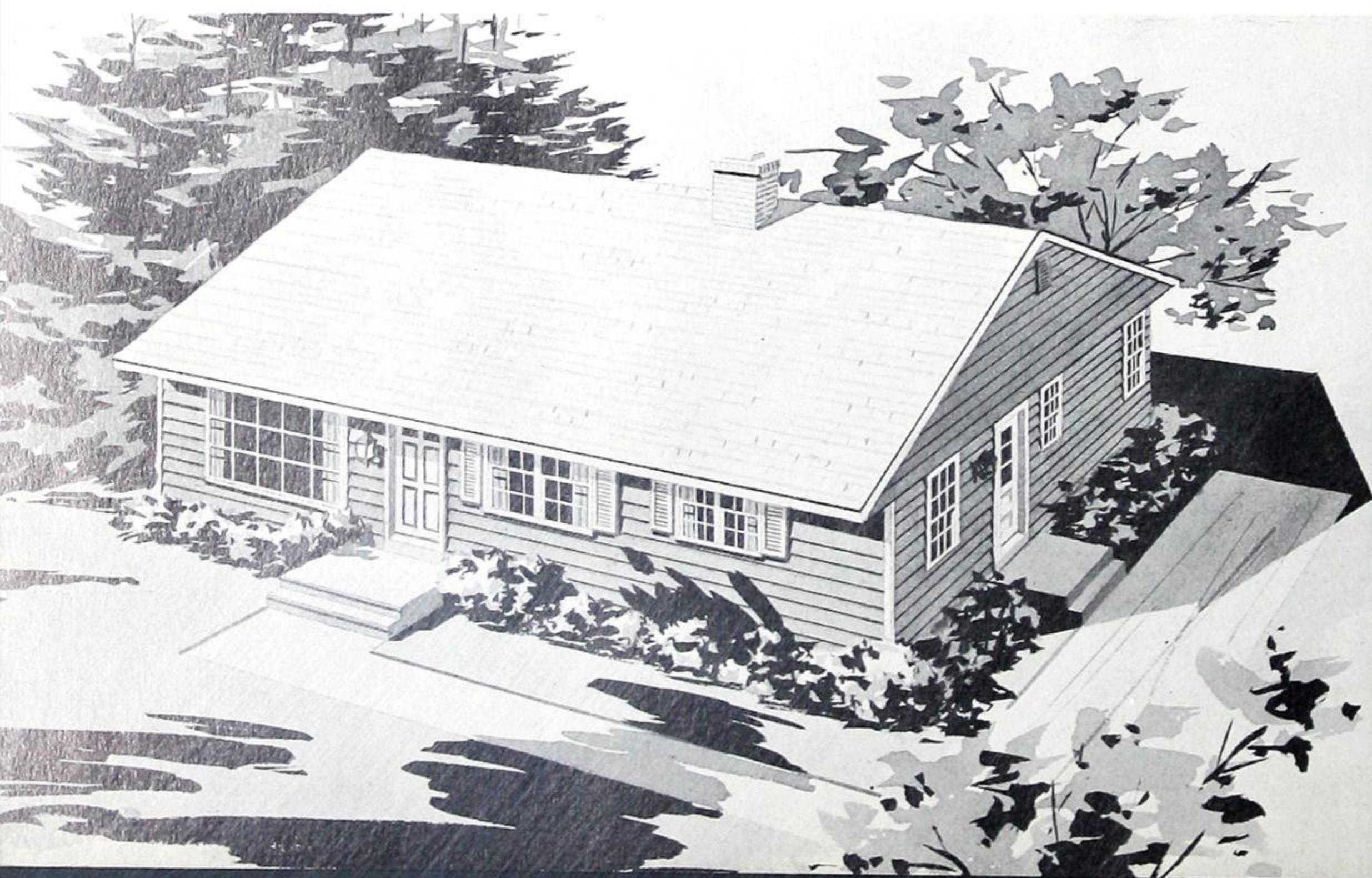
Basement or crawl type construction. 3 bedrooms, 1½ baths. Large easy-to-work-in kitchen.



Chatham I—1115 Sq. Ft.
56'0" wide, 25'4" deep



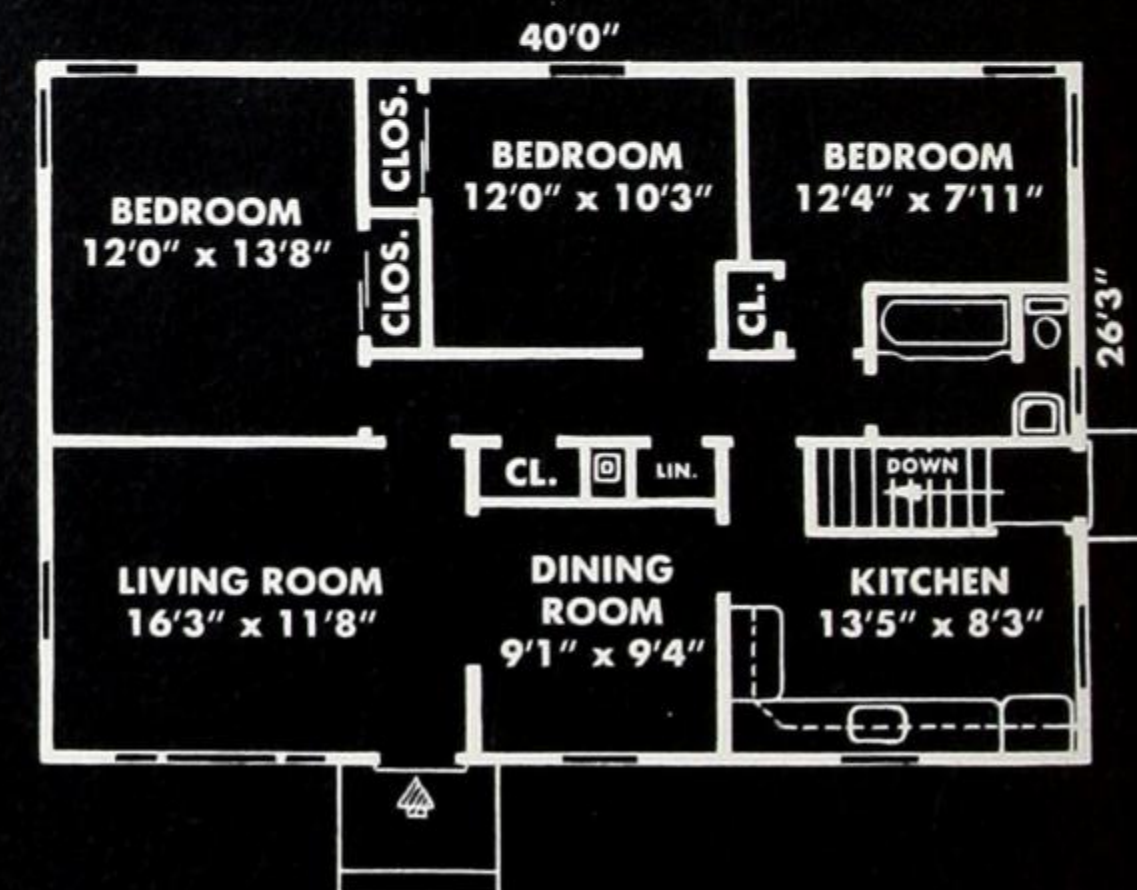
Chatham II—1008 Sq. Ft.
52'8" wide, 24'0" deep



The Revere

3 bedrooms, bath. Living room more than 16 Ft. wide.

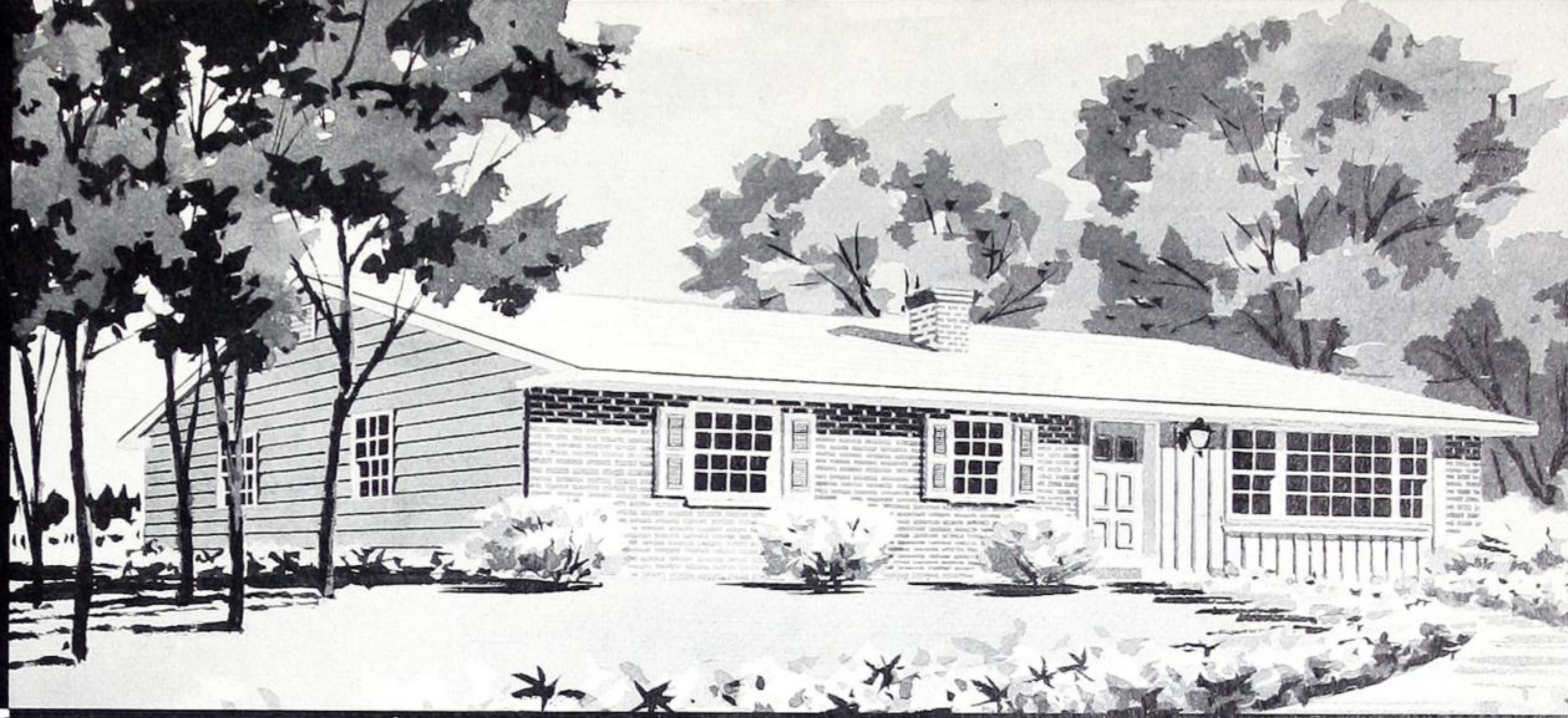
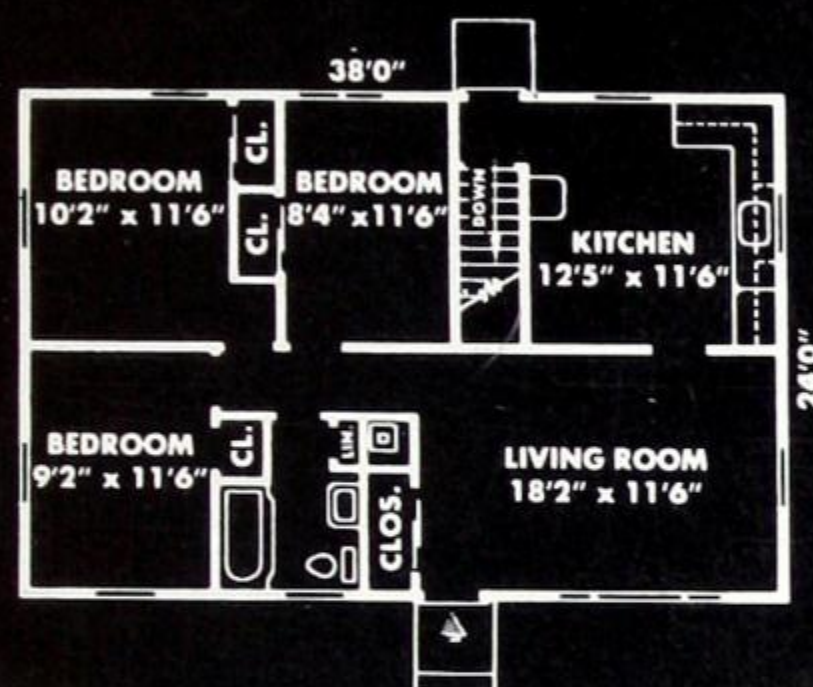
1050 Sq. Ft.
40'0" wide, 26'3½" deep



The Bedford

Three-bedroom home unequalled for convenience. All bedrooms 11'6" deep.

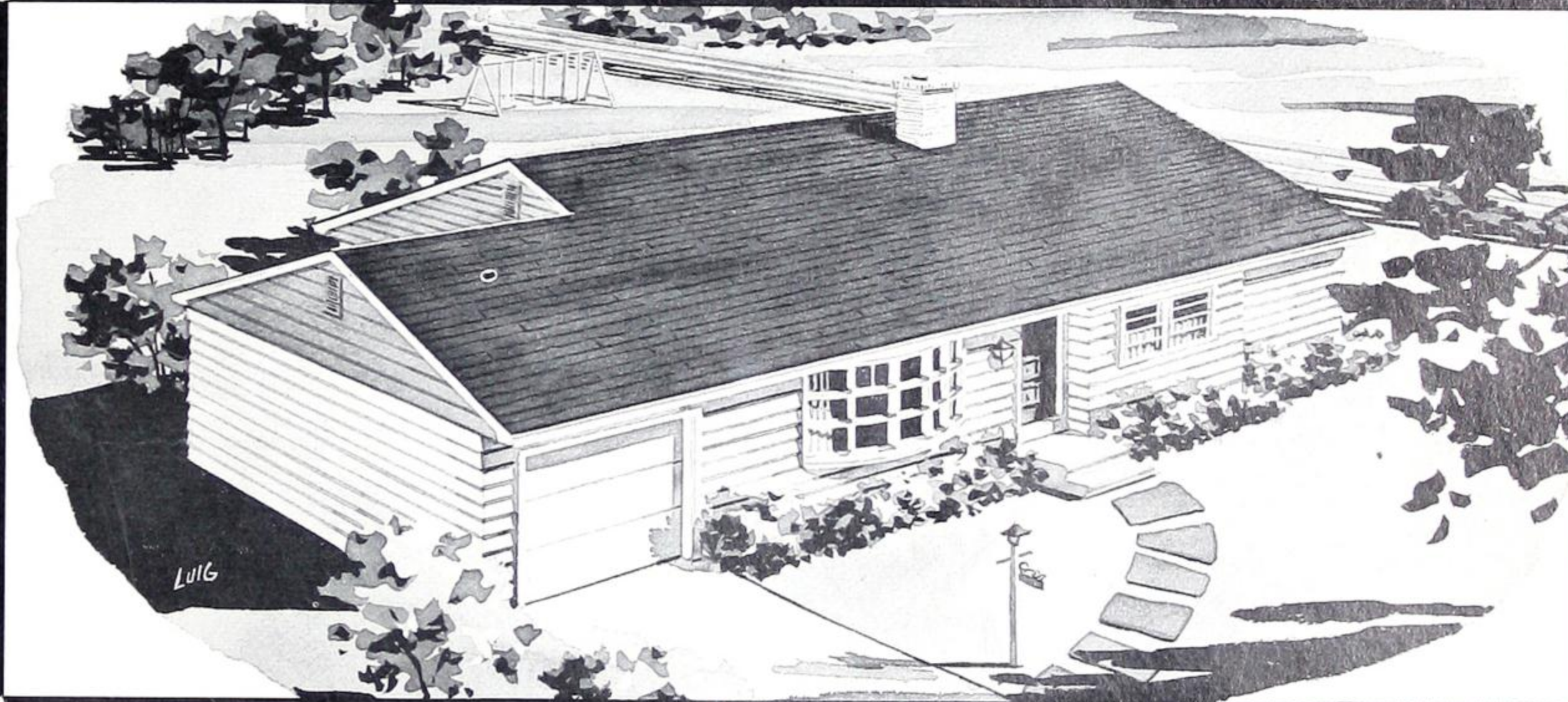
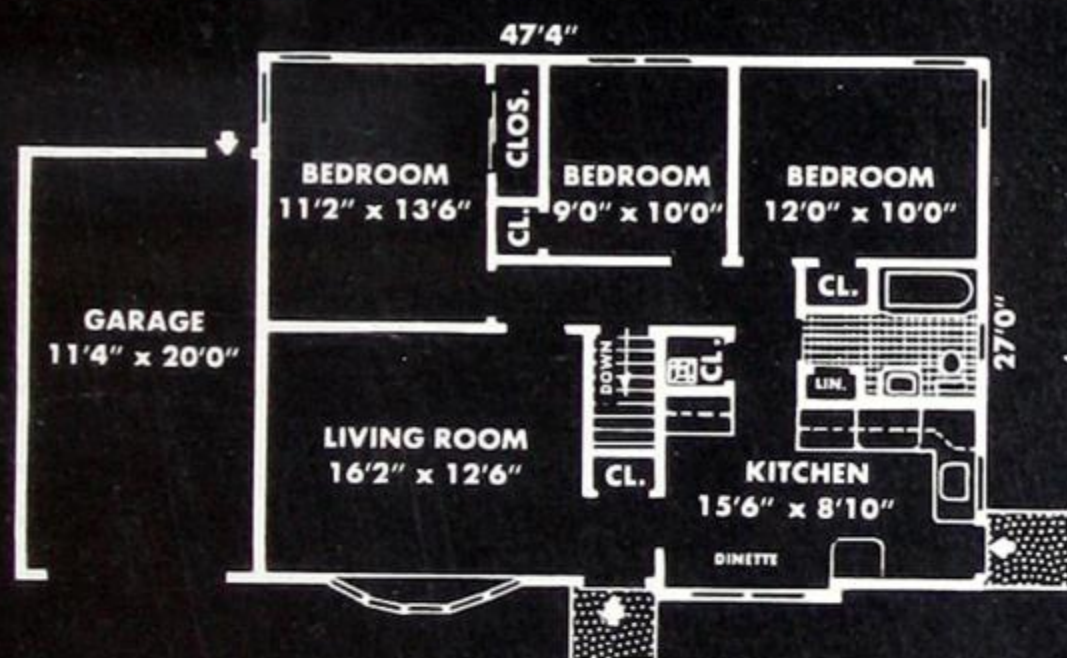
912 Sq. Ft. 38'0" wide, 24'0" deep



The Roslyn

Large kitchen with impressive dinette space. Three bedrooms. Available with garage as shown, or carport.

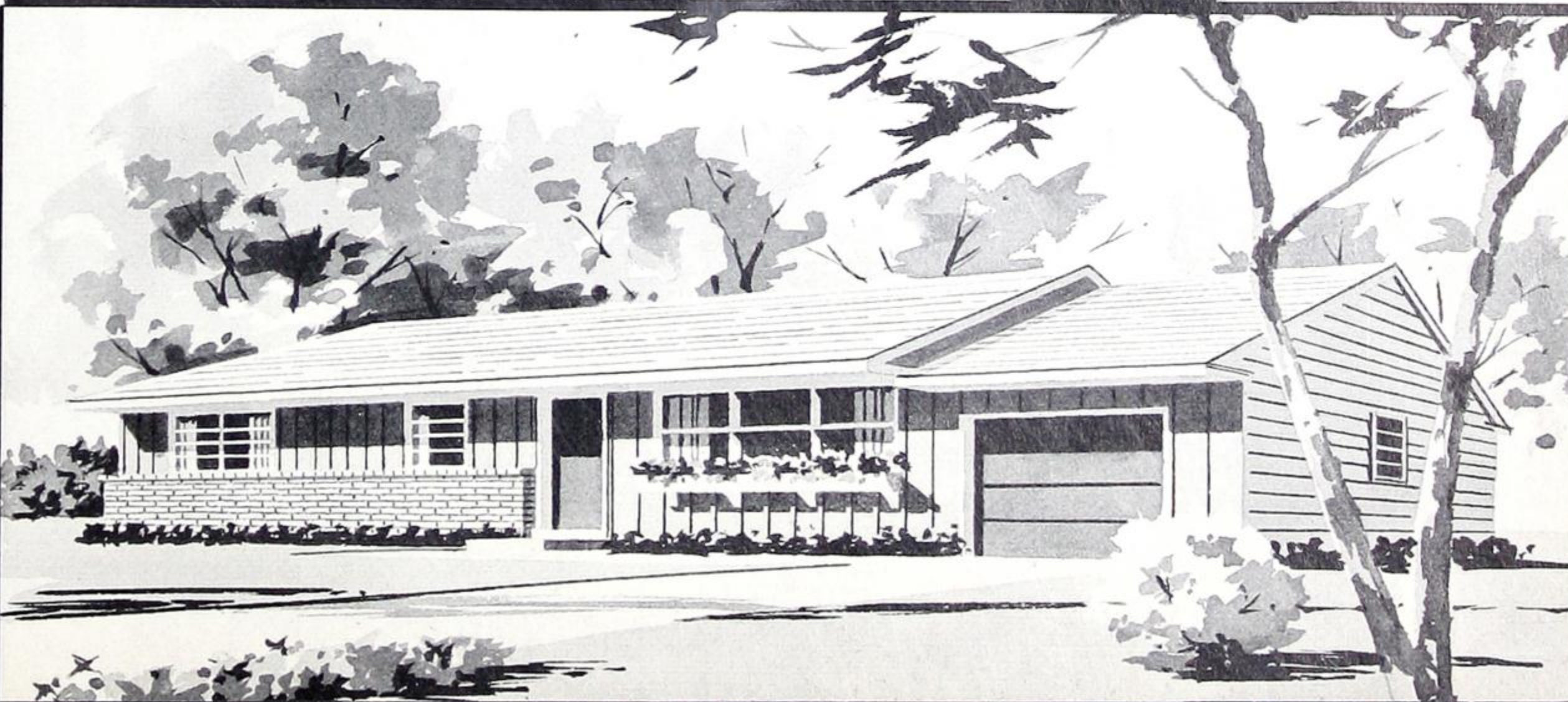
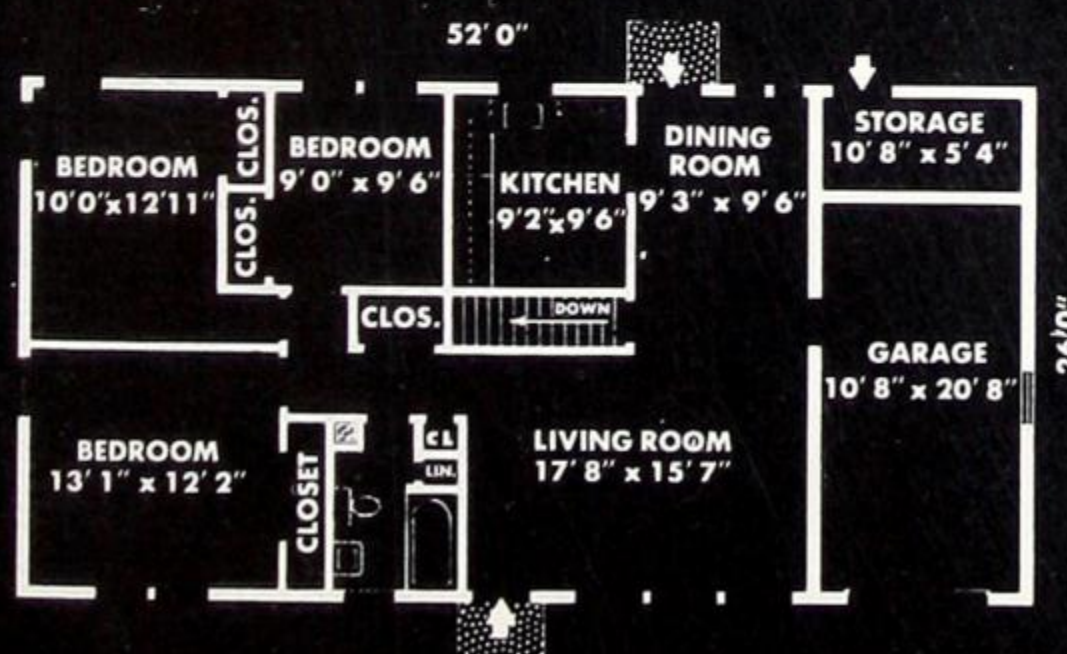
981 Sq. Ft. 47'4" wide, 27'0" deep



The Monroe

Large living room, separate dining room, separate outside storage closet.

1075 Sq. Ft. 42'0" wide, 26'0" deep



In this series the designers have found it possible to add the custom-like "extras" that can help to make living most delightful; to include the special-purpose rooms that become practical when income permits. Yet they are available at costs which are far less than they might be at the custom level. It must be remembered that they are constructed of materials and to specifications that are unmatched in on-site conventional construction.

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Monterey	15

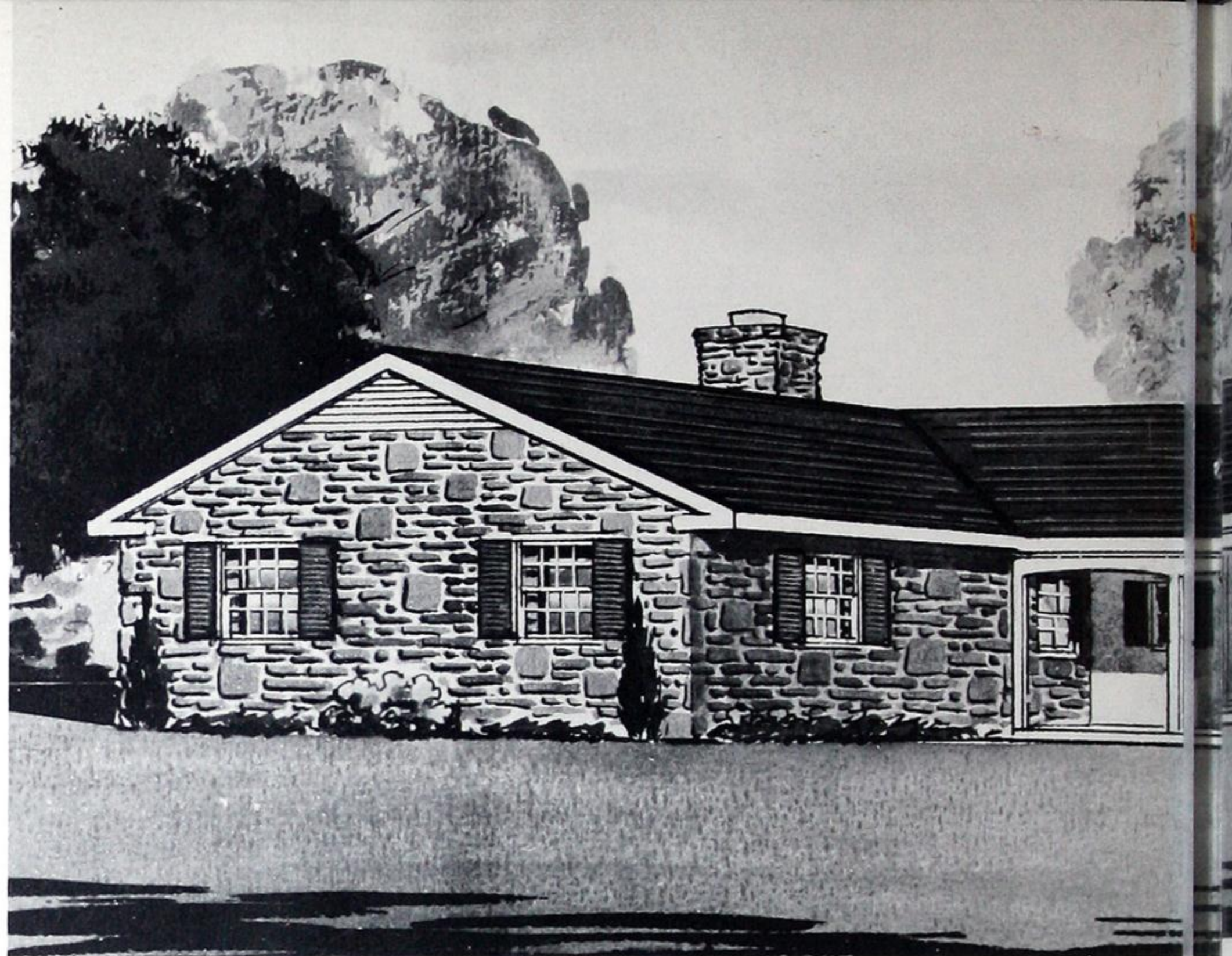
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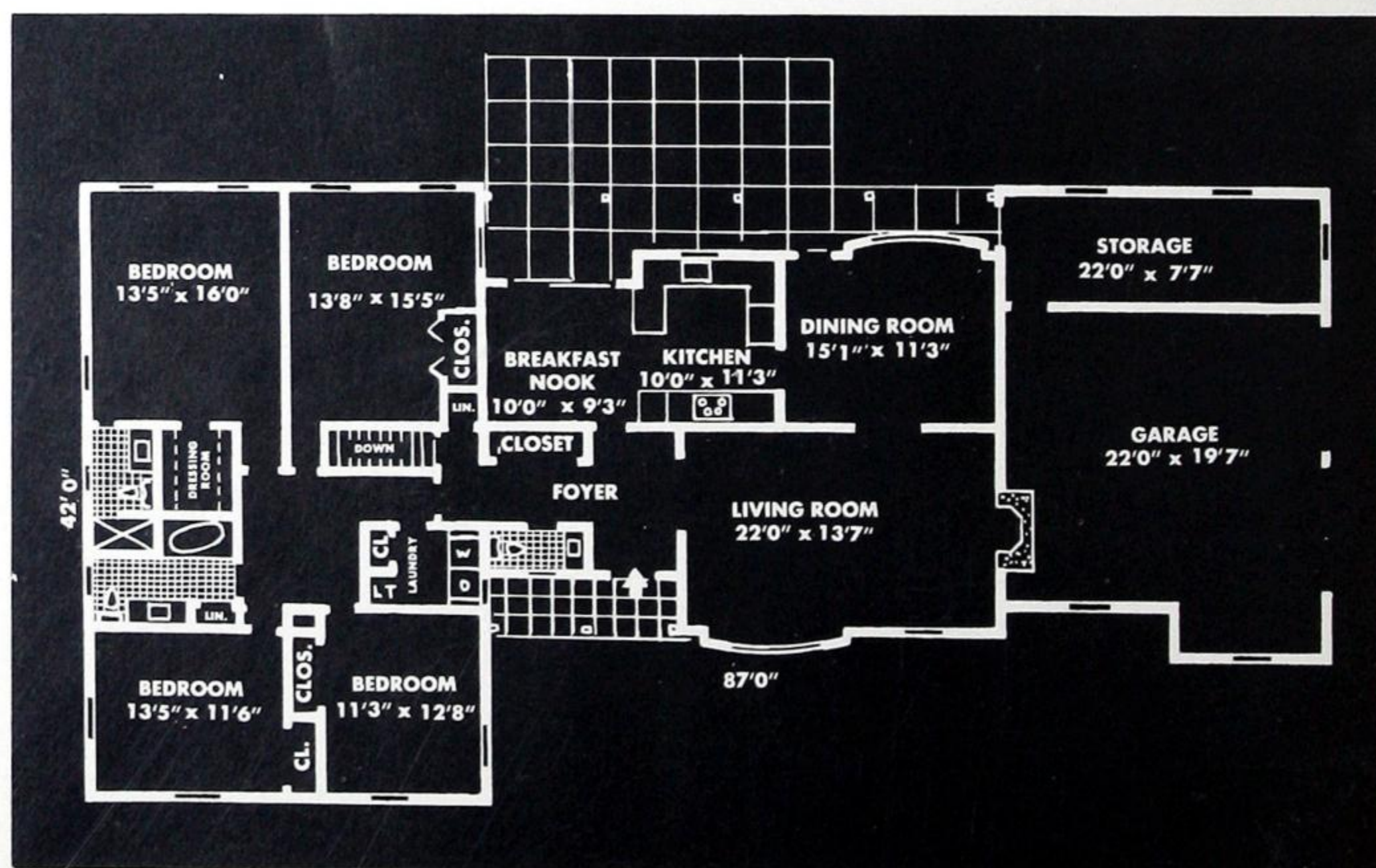
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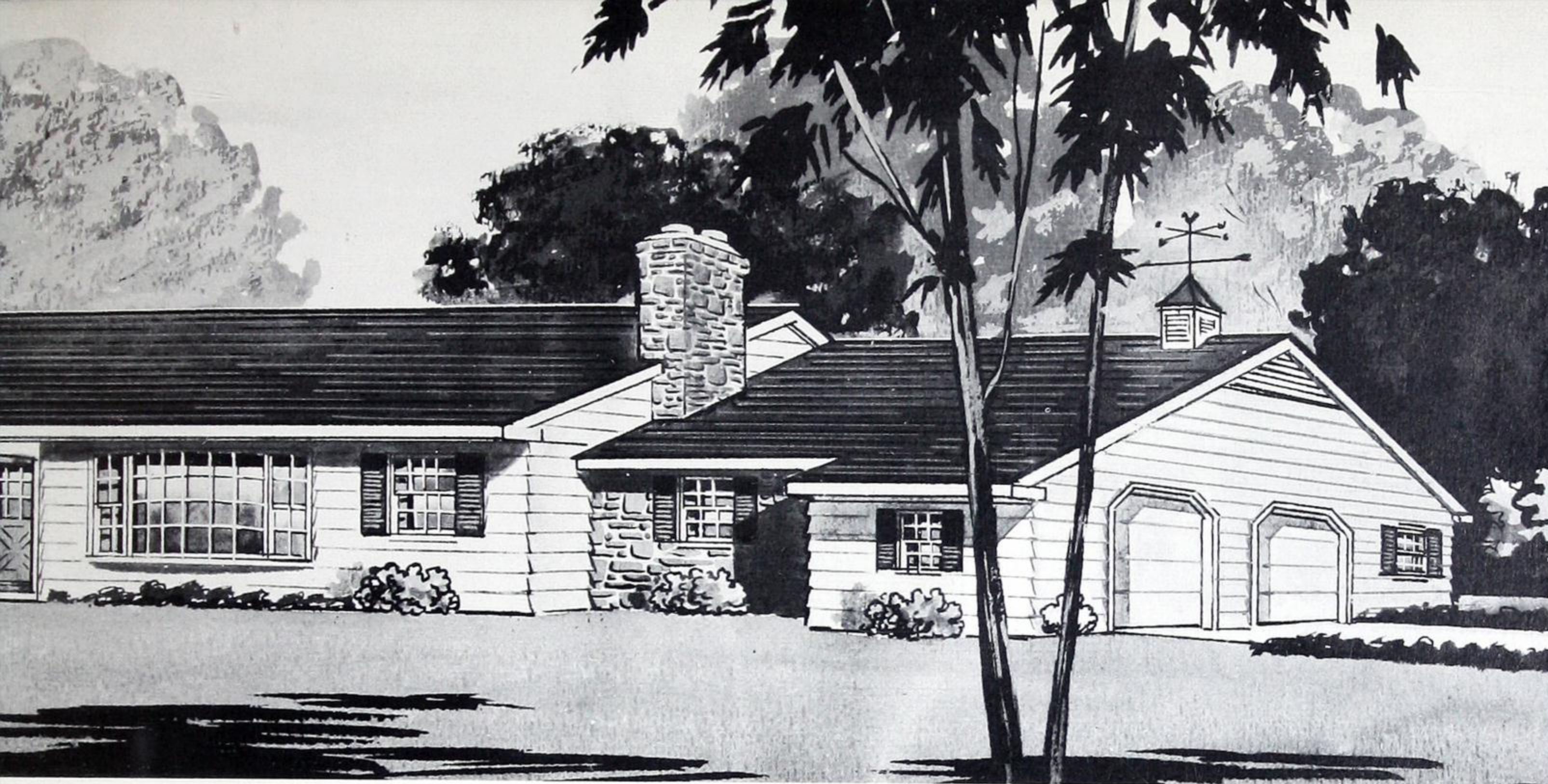
The Inaugural Series
The Executive Series

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The Saddle River



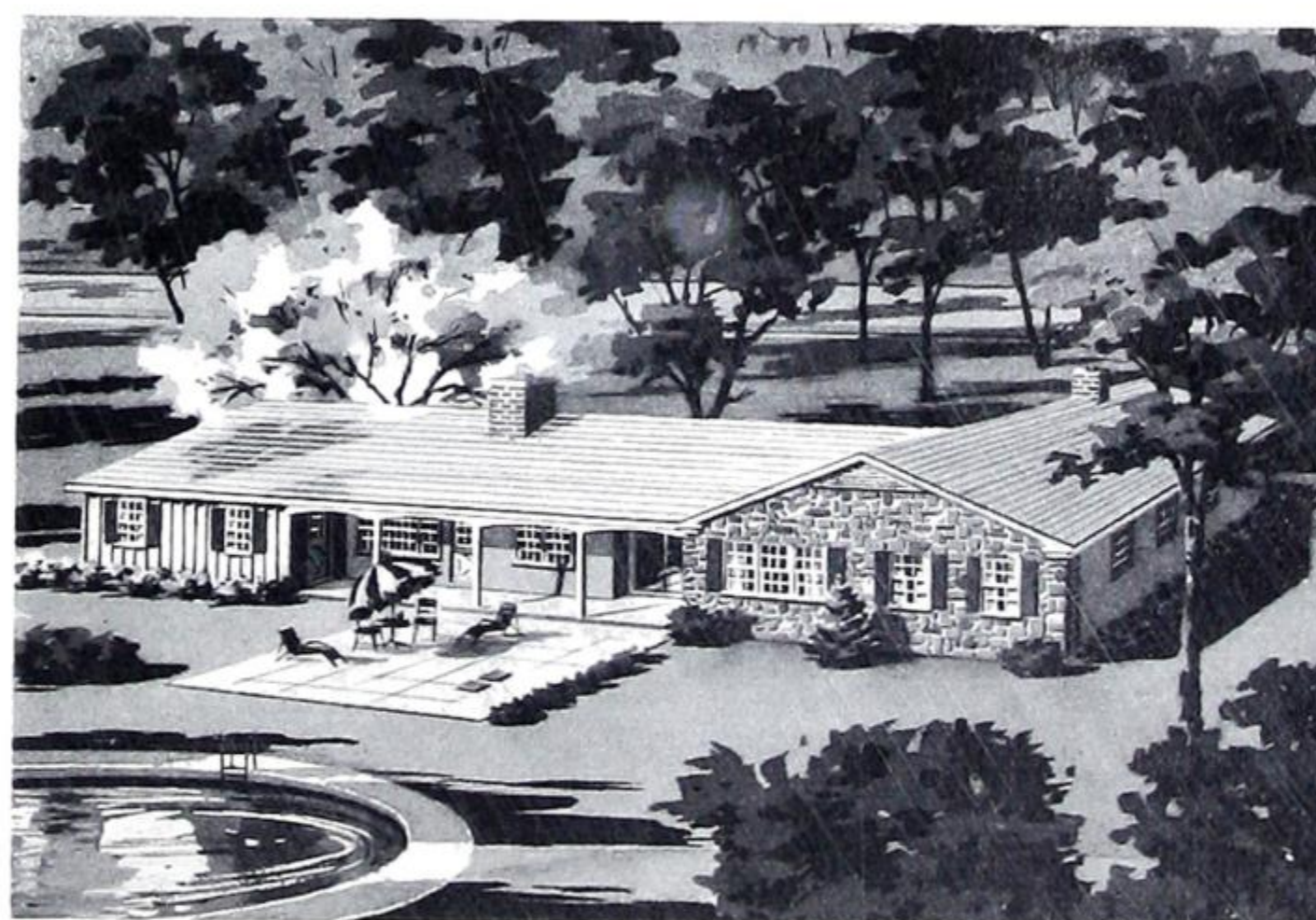


ULTRA LUXURIOUS VERSION OF INDOOR-OUTDOOR LIVING

The large entrance foyer ushers you into either the huge living room with fireplace, or straight through to the rear patio without interfering with comfort and privacy.

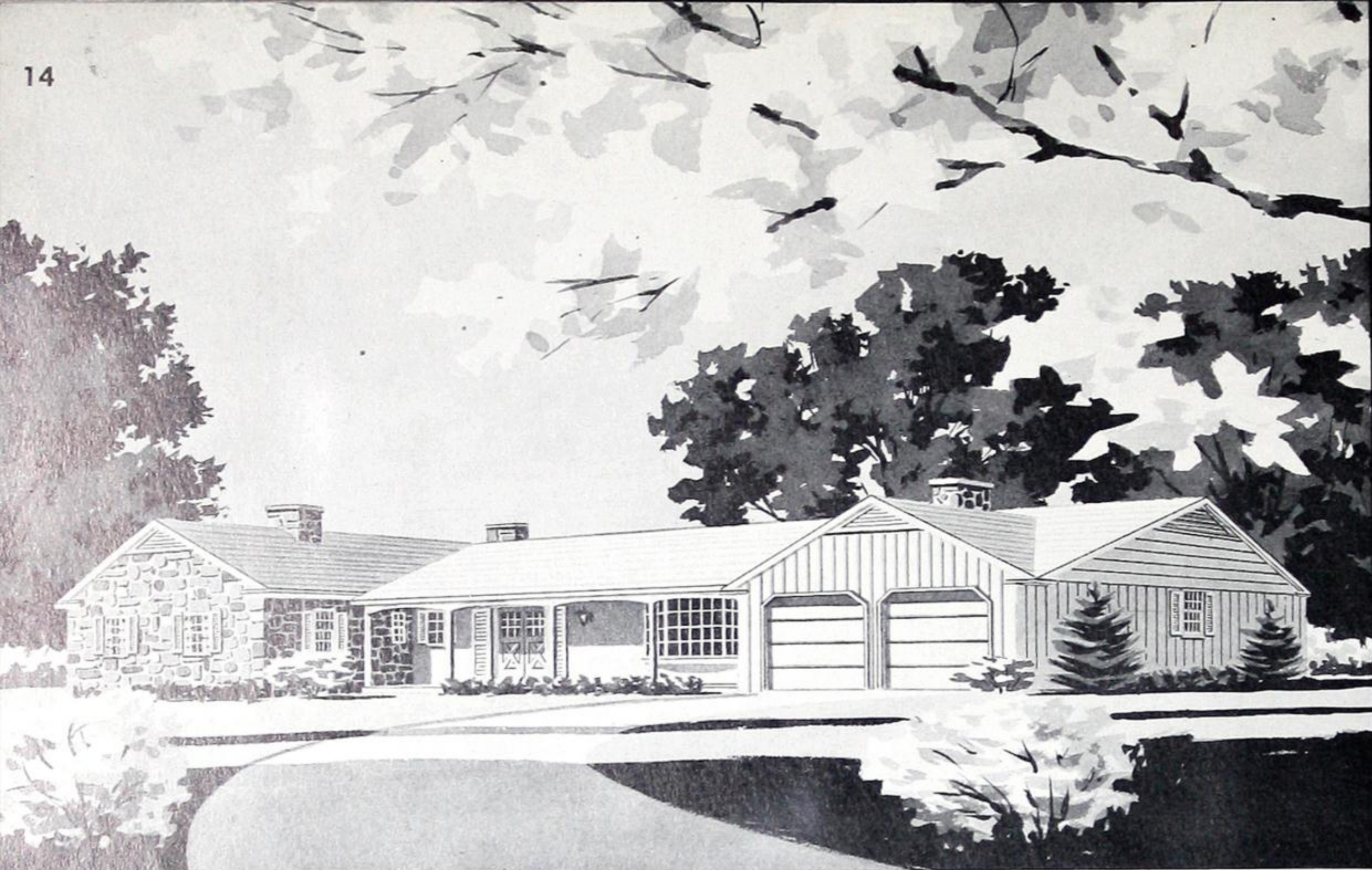
Four bedrooms, one of which includes a walk-in dressing room. Two baths and powder room. Family-size breakfast nook. Bow-windowed dining room opens onto rear patio. Two-car garage, plus separate storage room.

2034 Sq. Ft.
86'4" wide, 42'0" deep



The superbly livable rear arrangement of the Saddle River.

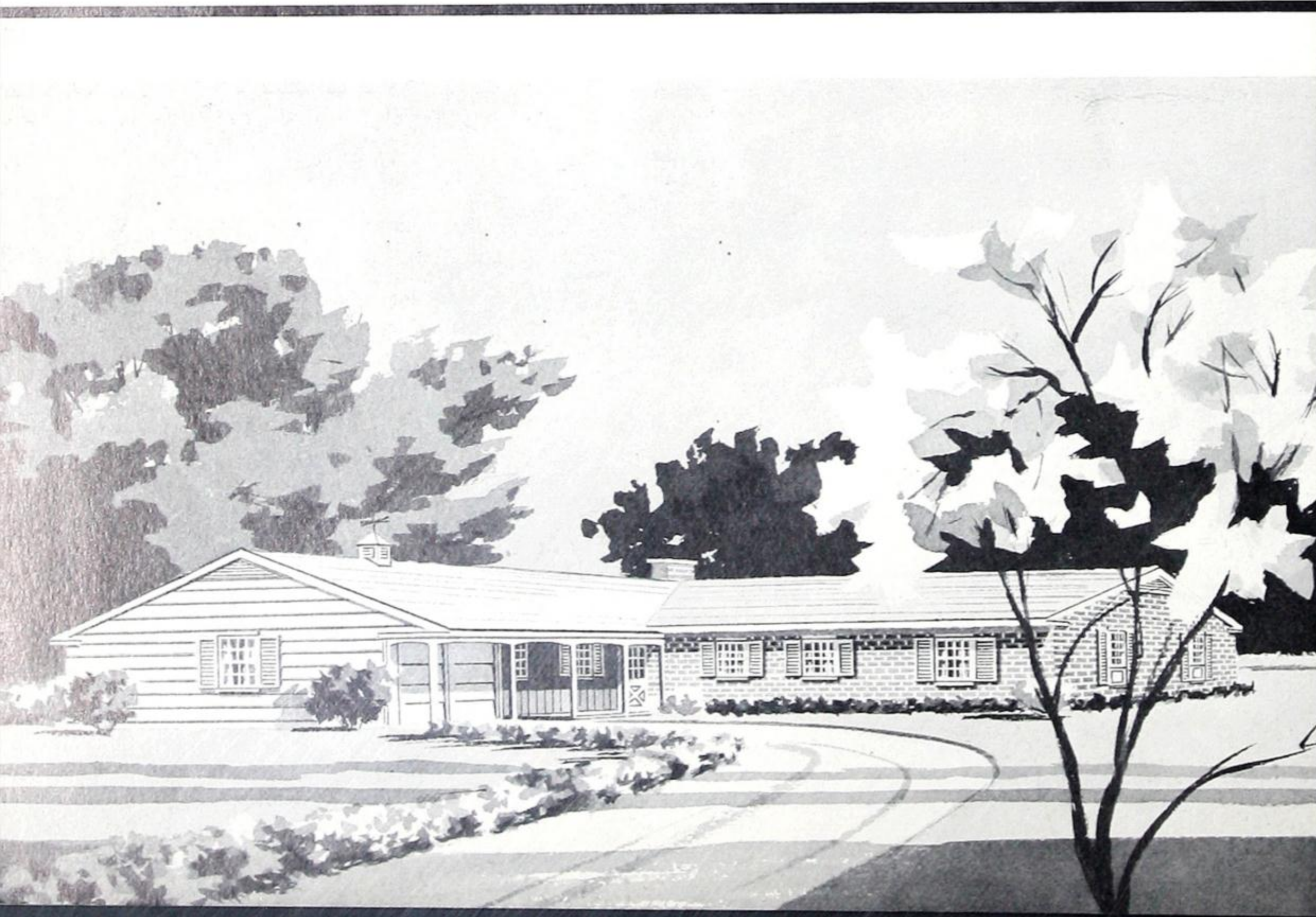
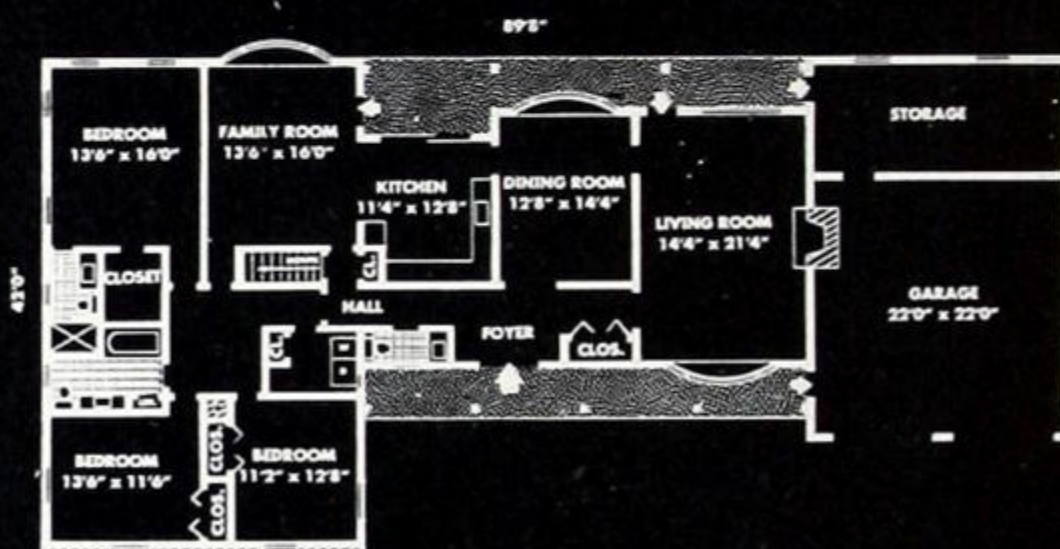
The Director Series



The Woodstock

Modified H-pattern with entrance from 39 ft. porch to new lateral front hall, which provides access to all areas. Three exceptionally large bedrooms and two baths in a side wing. Family room can be planned as guest or fourth bedroom. Oversize two-car garage with front or side entrance.

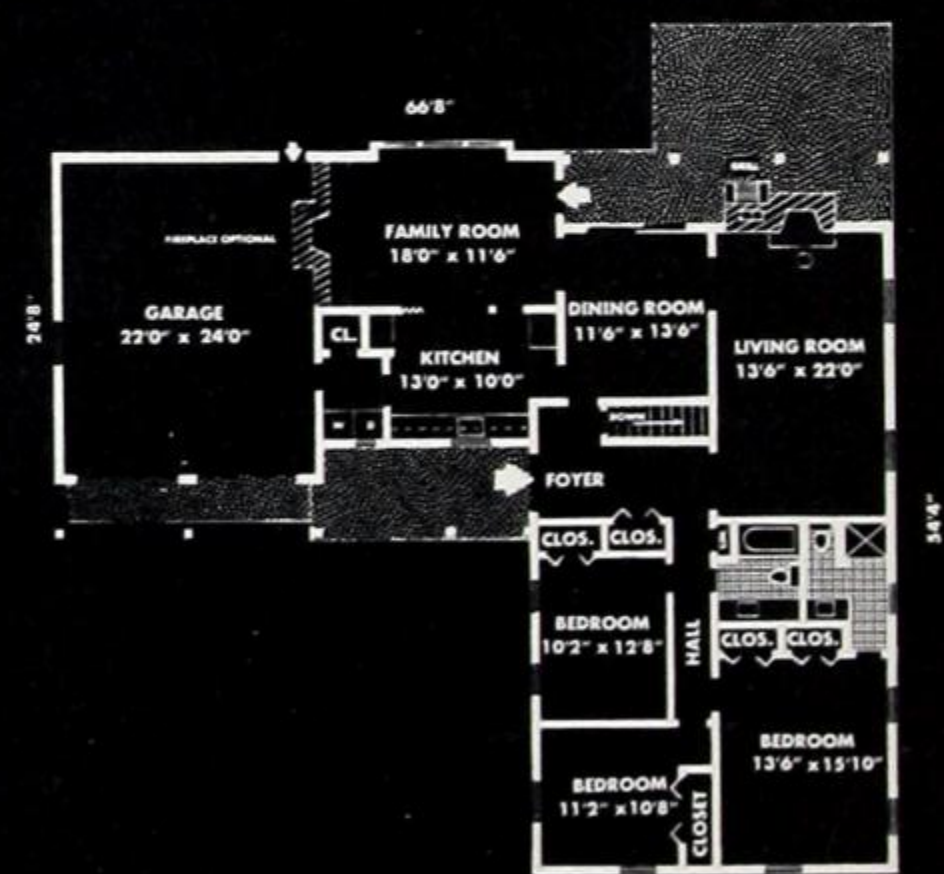
2012 Sq. Ft.
89'8" wide, 42'0" deep



The Putnam

Fascinating L-shaped rancher that may be turned to face an interesting view. Foyer is at the hub of the house, with all facilities radiating from it. Bedrooms and baths have exceptional privacy in the L wing. Provisions for two fireplaces.

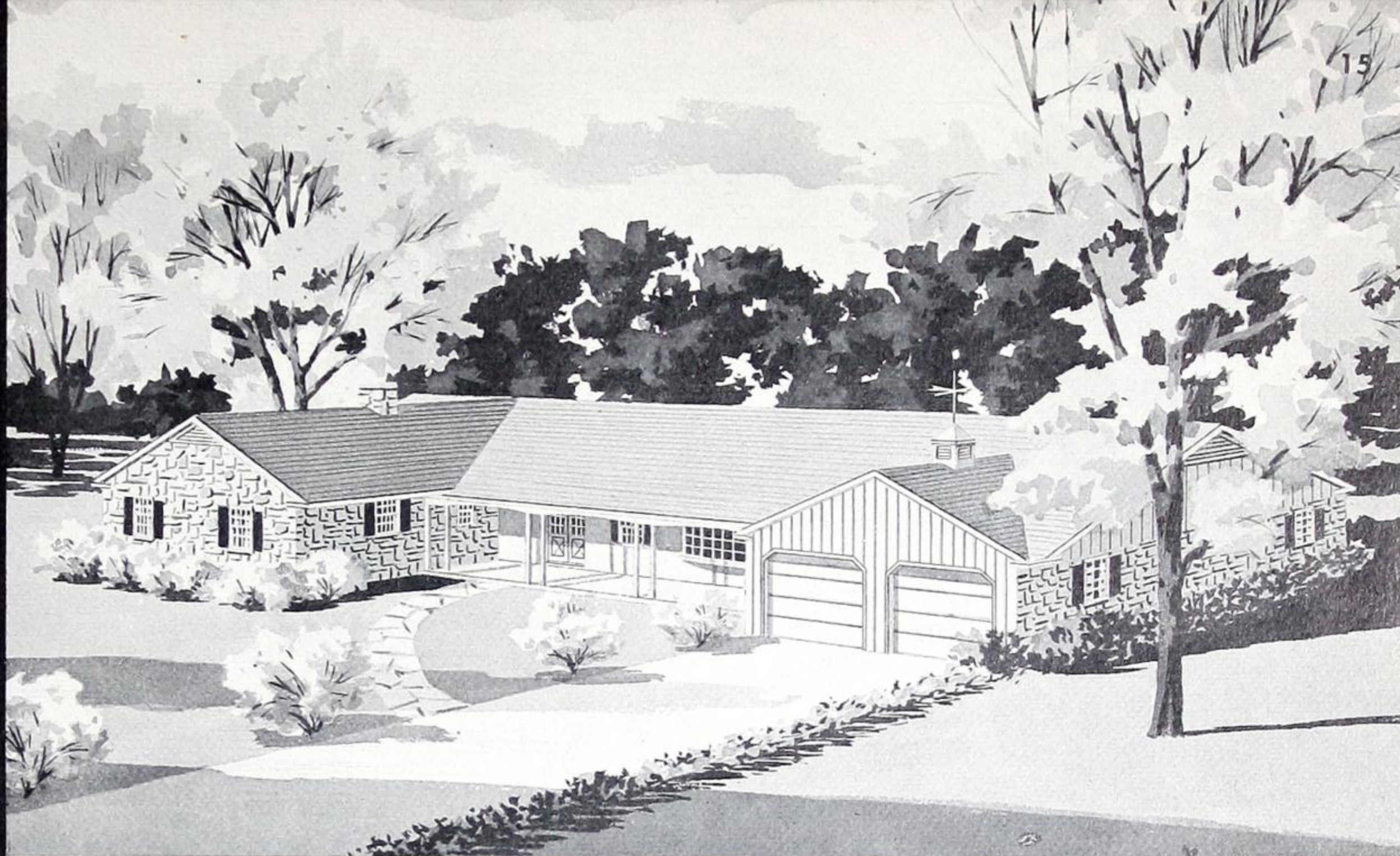
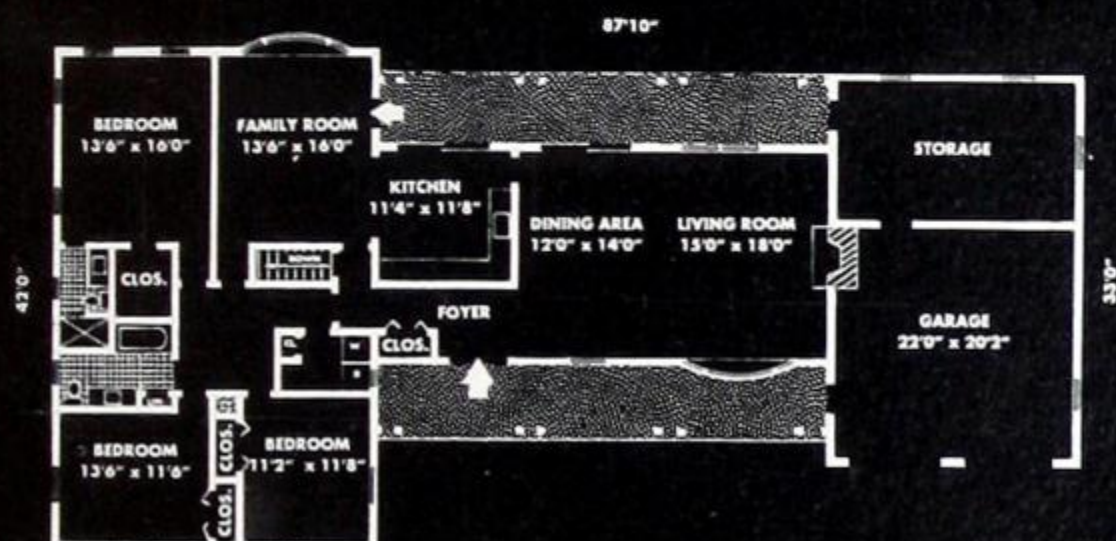
1736 Sq. Ft.
66'8" wide, 54'4" deep



The Farmington

Great manor house styling combines dining room and living room, totalling 27' in width and 17'6" in depth—held together by a triple-arch cathedral ceiling and separable by a room divider. A multi-purpose room 12' by 20' behind the two-car garage can be used as dressing room for a swimming pool or study, hobby room or storage.

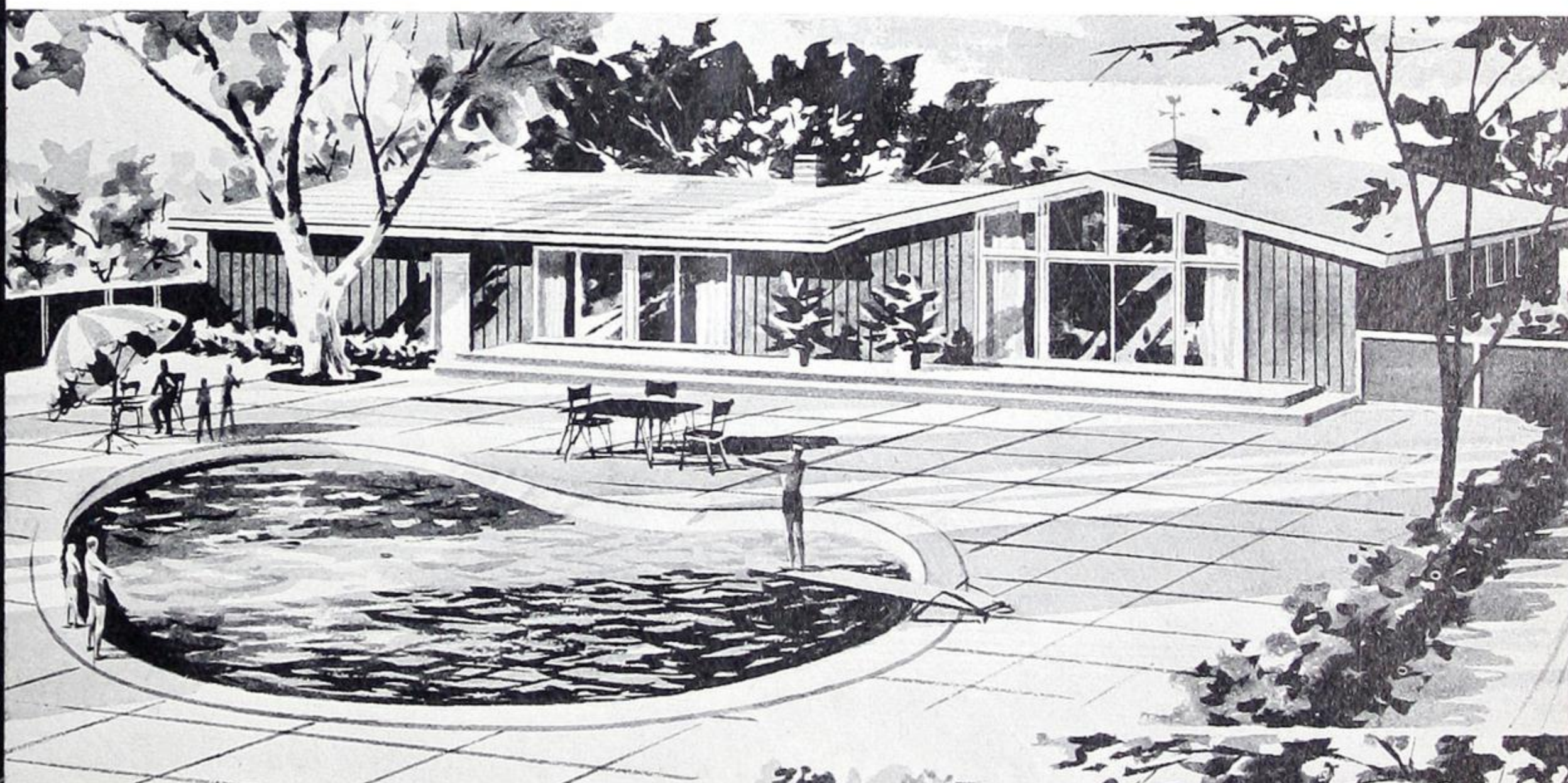
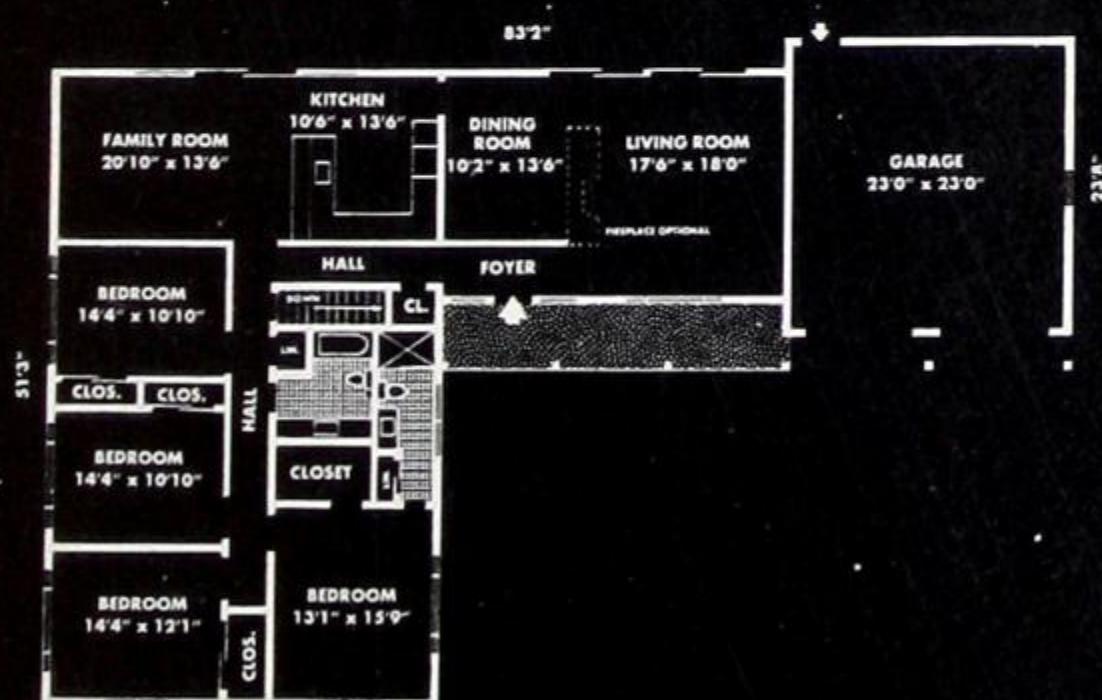
1897 Sq. Ft.
87'10" wide, 42'0" deep



The Monterey

A home of many dramatic features, including a glass gable wall in the family room. Free-standing fireplace separates living room and dining room.

2163 Sq. Ft.
83'2" wide, 51'3" deep



REAR VIEW

FRONT VIEW



The Bar Harbor

6 Bedrooms

2669 sq. ft. living area.

62' x 33' with 2-car garage.

50'8" x 33' with 1-car garage.

6A—Crawl, 2-car front entry garage.

6B—Crawl, 2-car side entry garage.

6C—Crawl, 1-car front entry garage.

6D—Basement, 2-car front entry garage.

6E—Basement, 2-car side entry garage.

6F—Basement, 1-car front entry garage.

5 Bedrooms

2503 sq. ft. living area.

62' x 33' with 2-car garage.

50'8" x 33' with 1-car garage.

5A—Crawl, 2-car front entry garage.

5B—Crawl, 2-car side entry garage.

5C—Crawl, 1-car front entry garage.

5D—Basement, 2-car front entry garage.

5E—Basement, 2-car side entry garage.

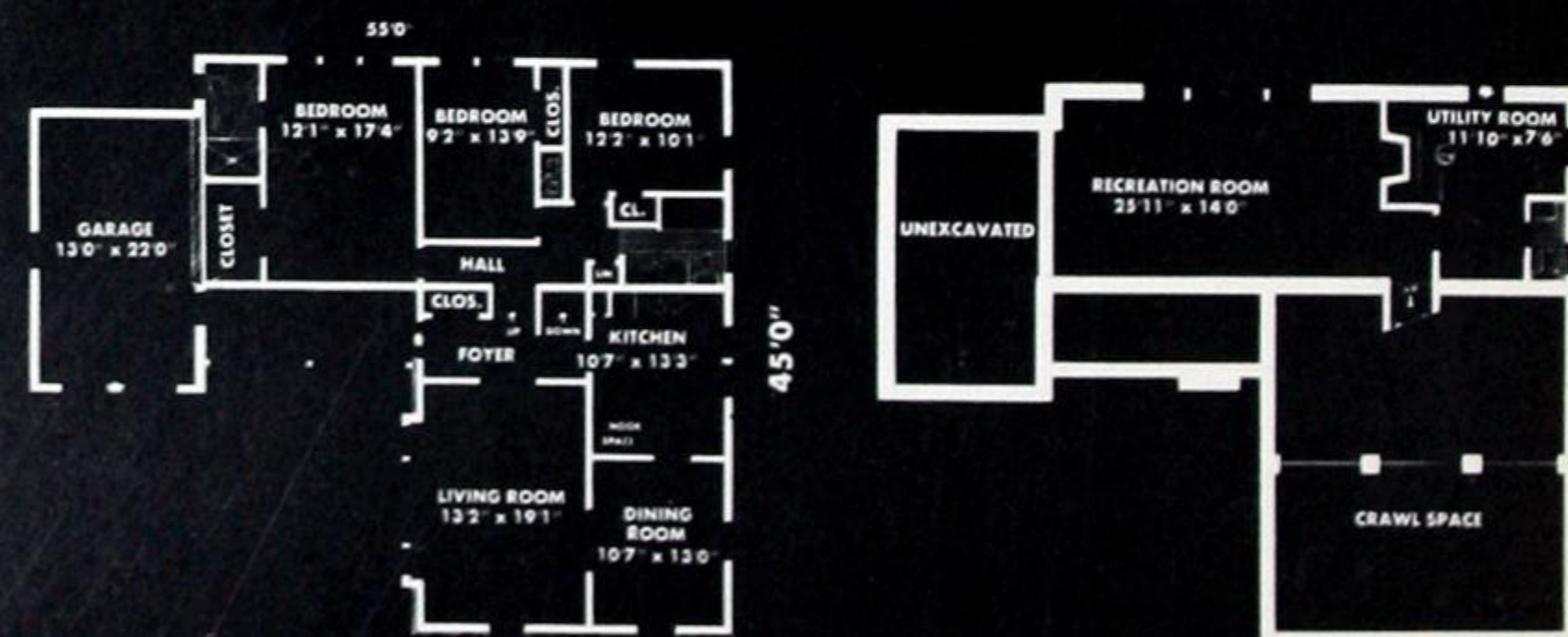
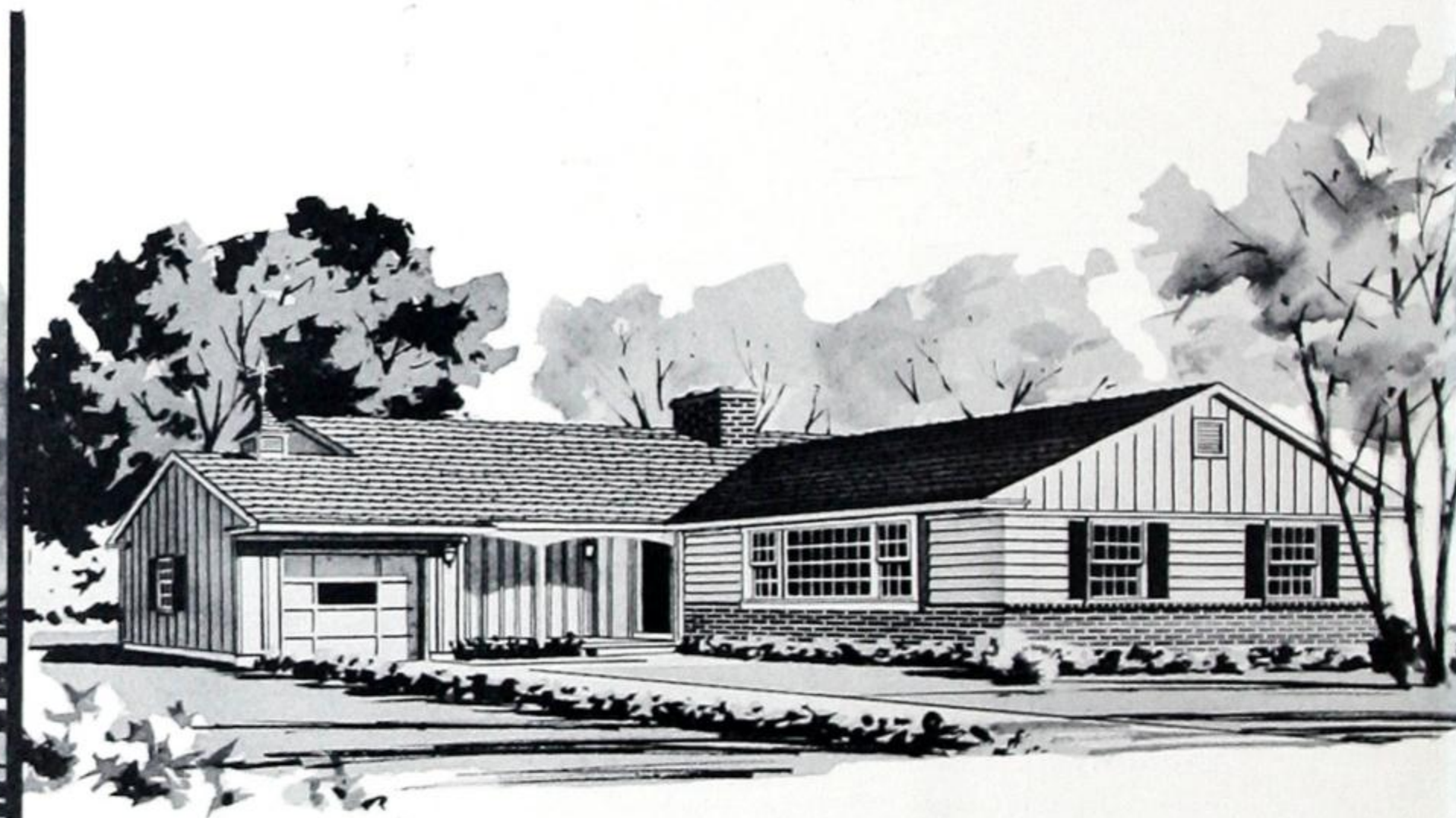
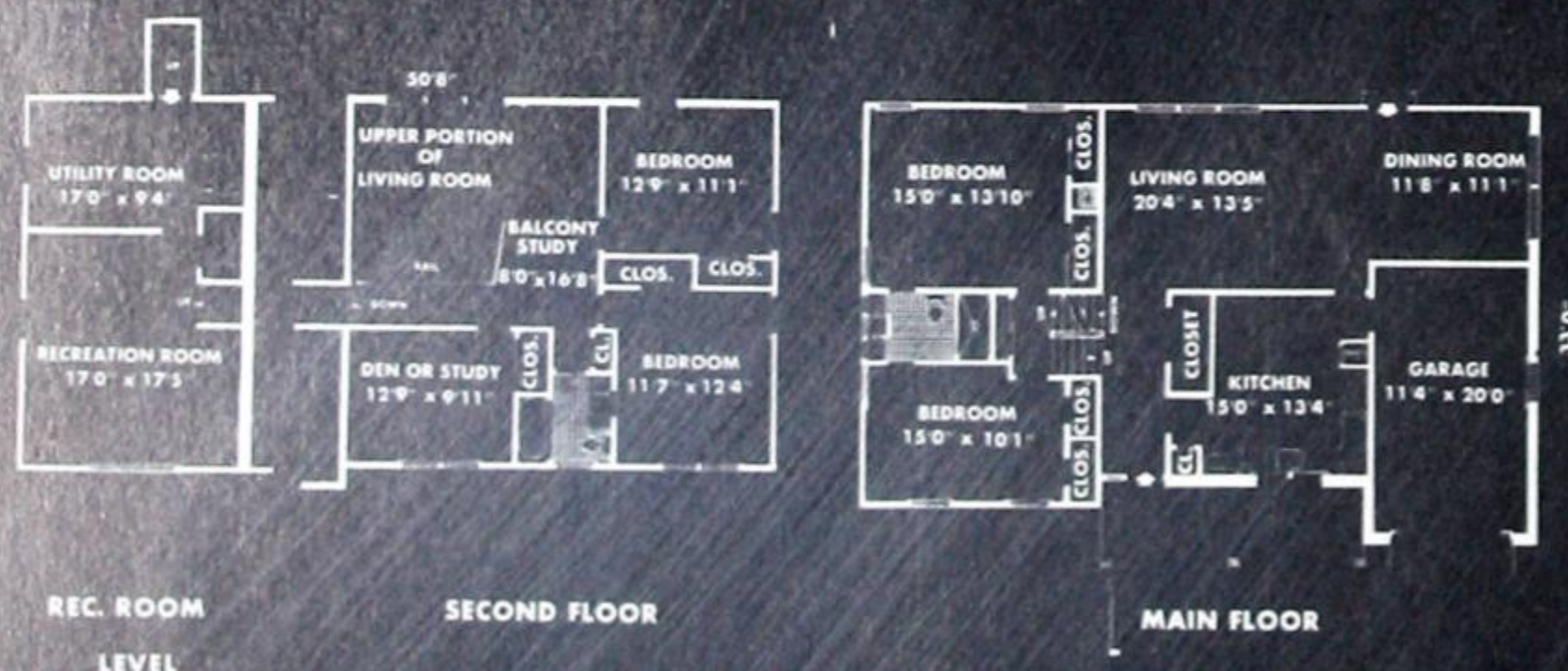
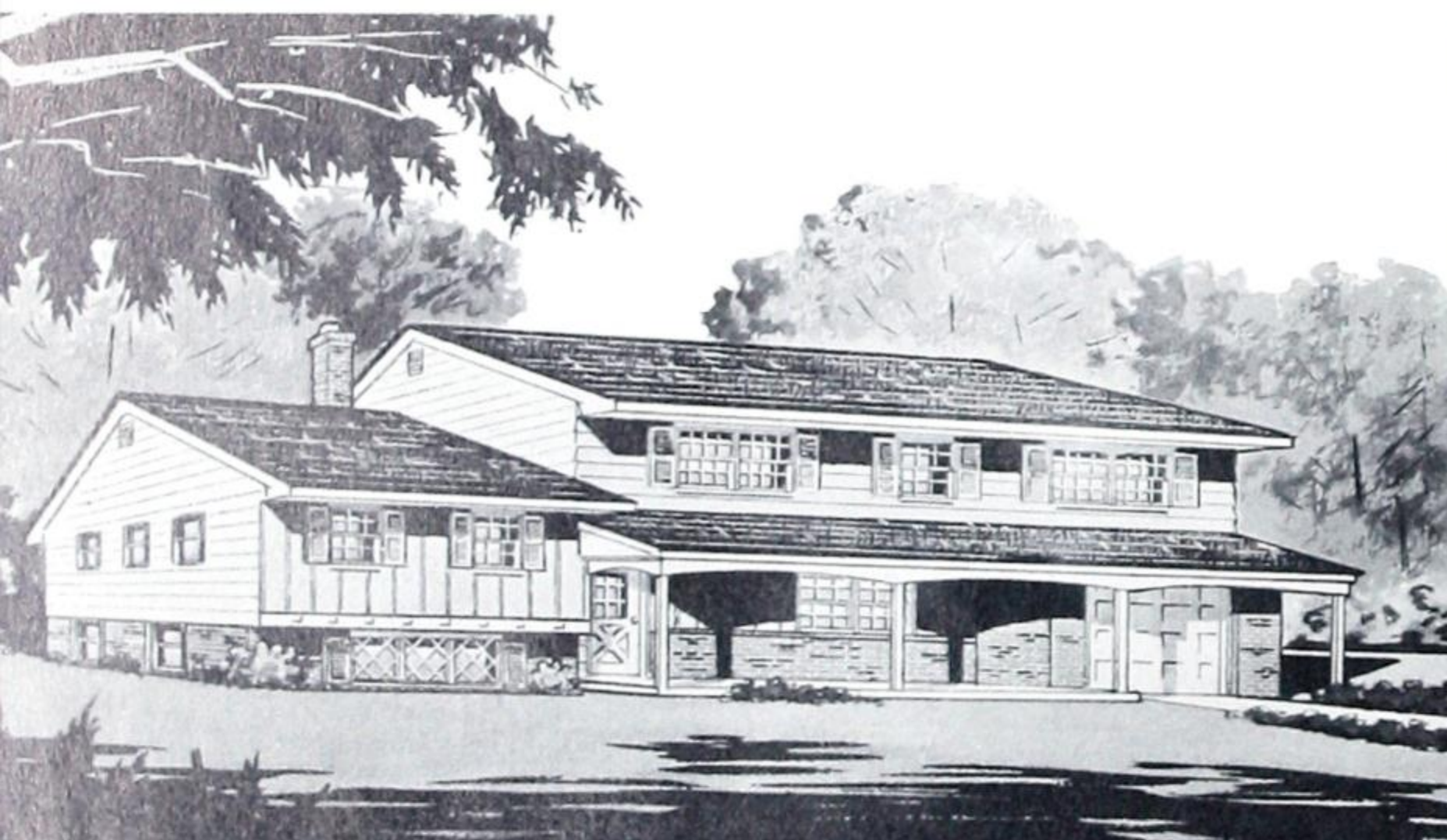
5F—Basement, 1-car front entry garage.

The Yale

DESIRABLE PRIVACY FOR THE
MASTER BEDROOM IN A DRAMATIC
FRONT-TO-BACK TRI-LEVEL HOME

25'11" recreation room with picture window. Tremendous living room and dining area. Utility room with outside entrance. The upper level includes a large second bath with the master bedroom. Available with breezeway and 2-car garage.

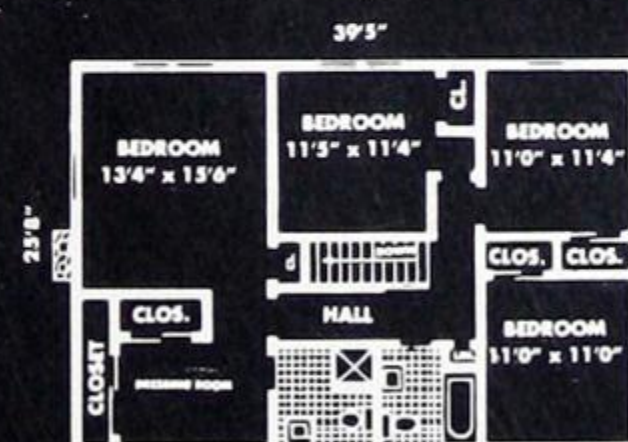
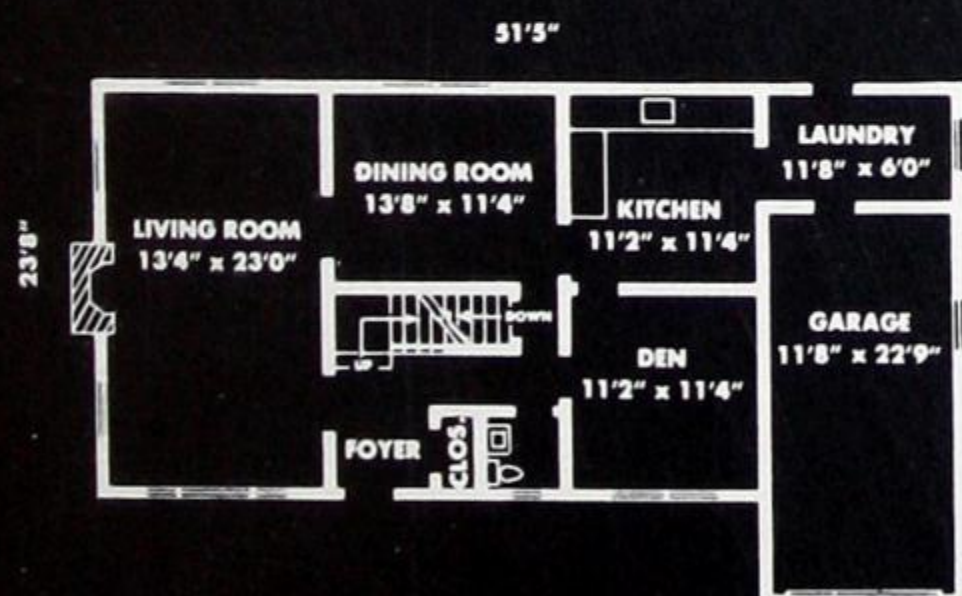
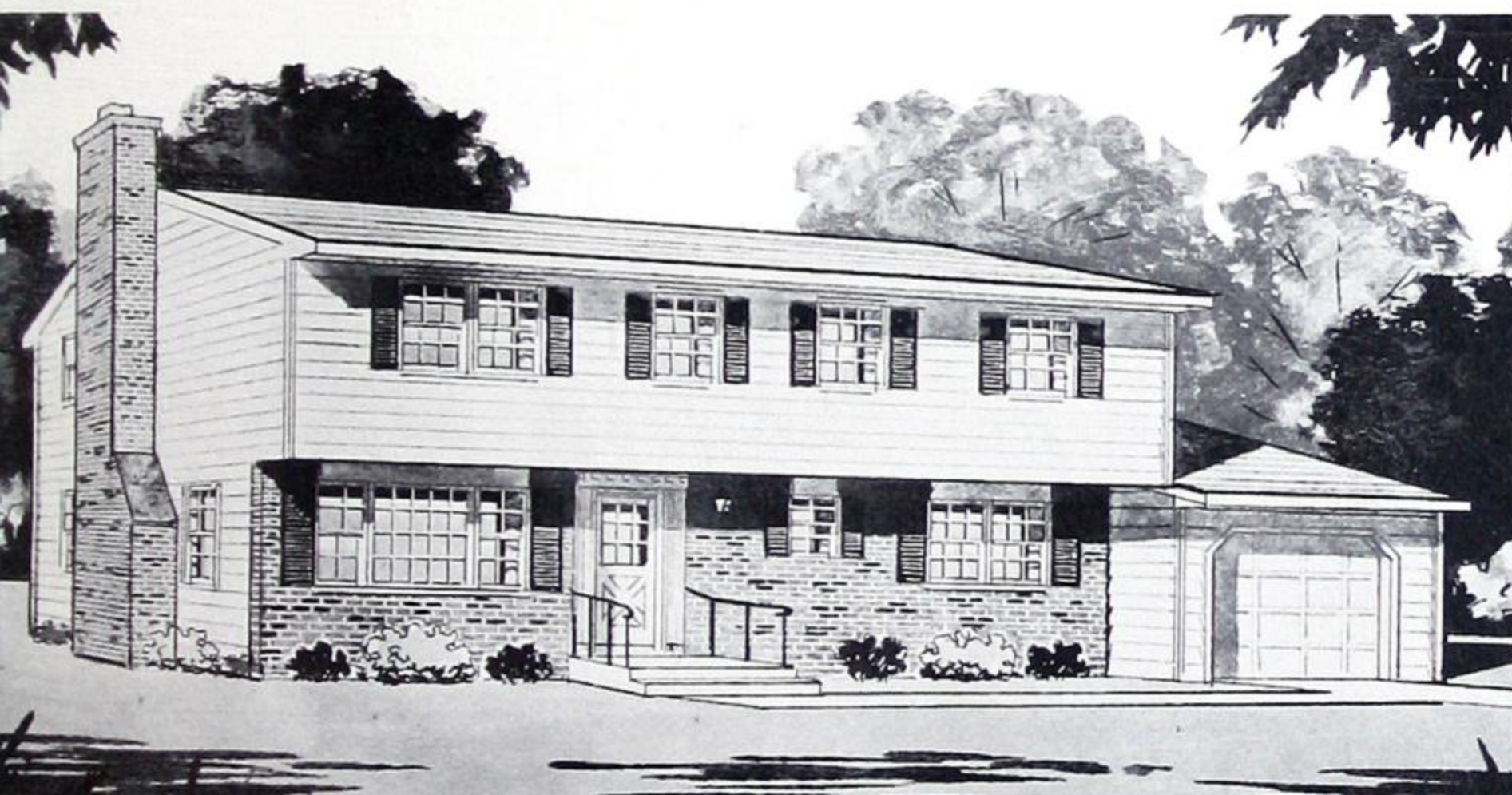
2092 Sq. Ft.
55'0" wide, 45'0" deep



The Cambridge

The second floor groups 4 bedrooms and 2 baths around a transverse stairwell. Master bedroom wing occupies full depth of house.

2029 Sq. Ft.
51'5" wide, 23'8" deep

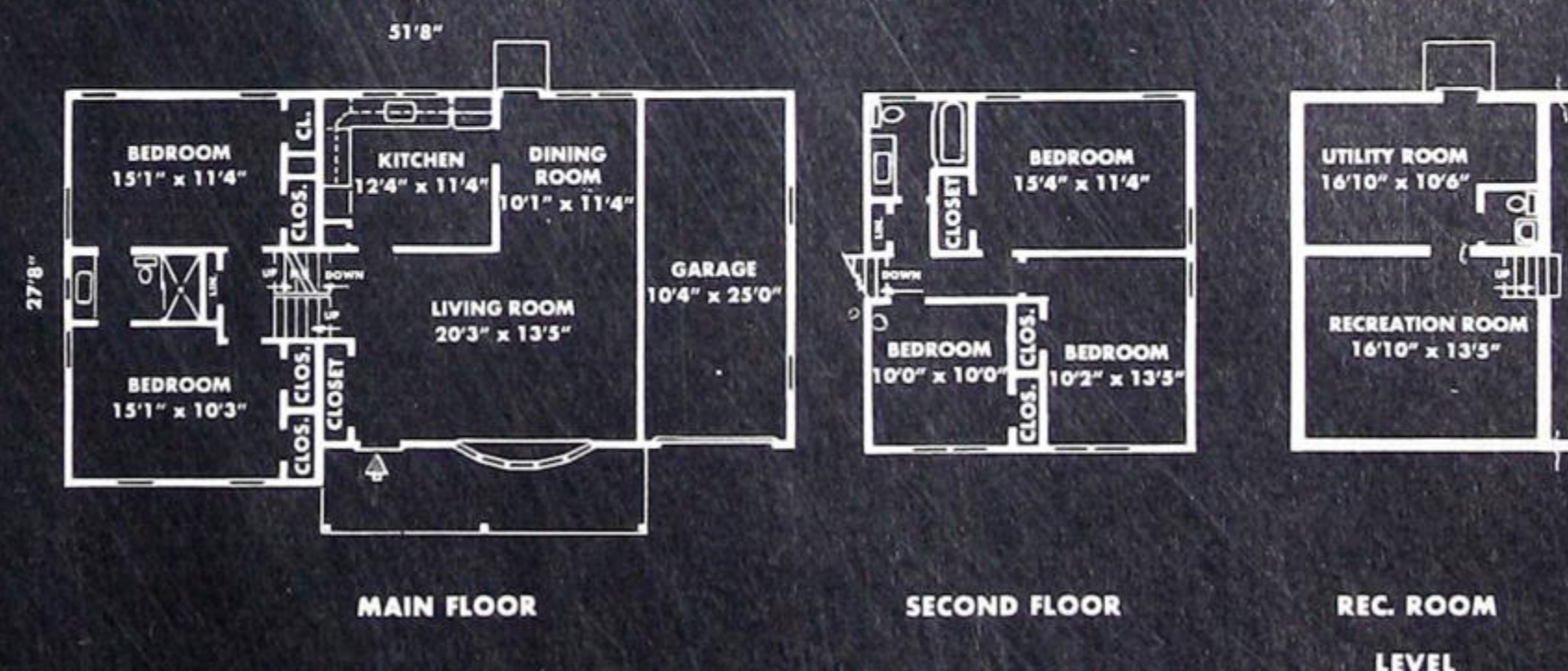
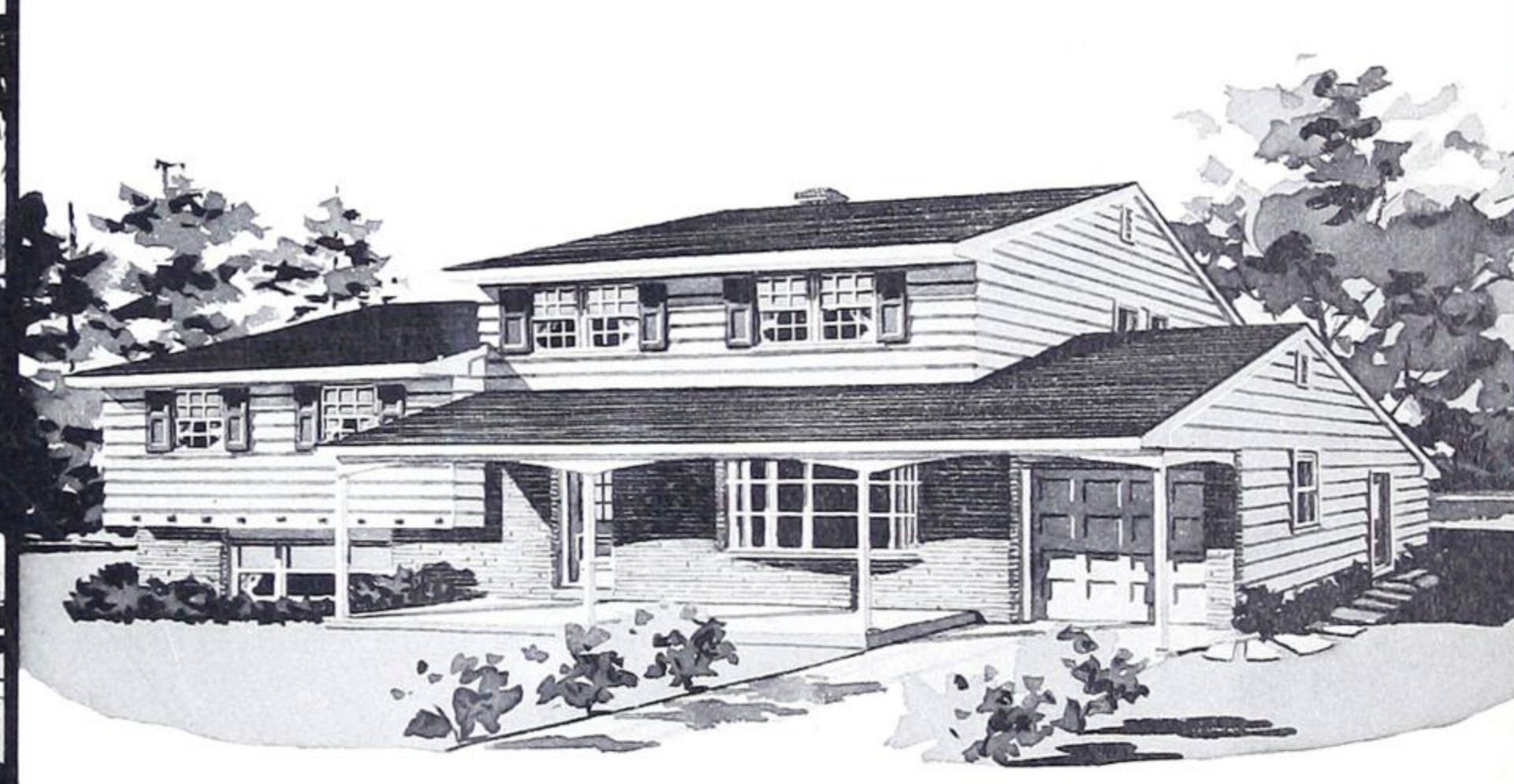


The Hampshire

The "front porch" feature gives a Pennsylvania Colonial character to this generously proportioned home. Five bedrooms, including 3 over 10 feet wide—2 baths and powder room off large recreation room—25 ft. depth of garage creates supplementary storage space.

A—61' x 27'8" crawl, 2-car garage.
B—51'7⁵/₈" x 27'8" crawl, 1-car garage.
C—41' x 27'8" crawl, no garage.
D—61' x 27'8" basement, 2-car garage.
E—51'7⁵/₈" x 27'8" basement, 1-car garage.
F—41' x 27'8" basement, no garage.

2085 Sq. Ft.



The Salem

Features of the old Manor House, with contemporary style and comfort. Master bedroom suite more than 18 ft. "His & Her" dressing closet. Grade level recreation room, two-car garage with porch roof.

2397 Sq. Ft.
55'6" wide, 27'2" deep



The Mt. Vernon

Authentic farm house Colonial. Covered front porch entrance to foyer. Expandable to five bedrooms.

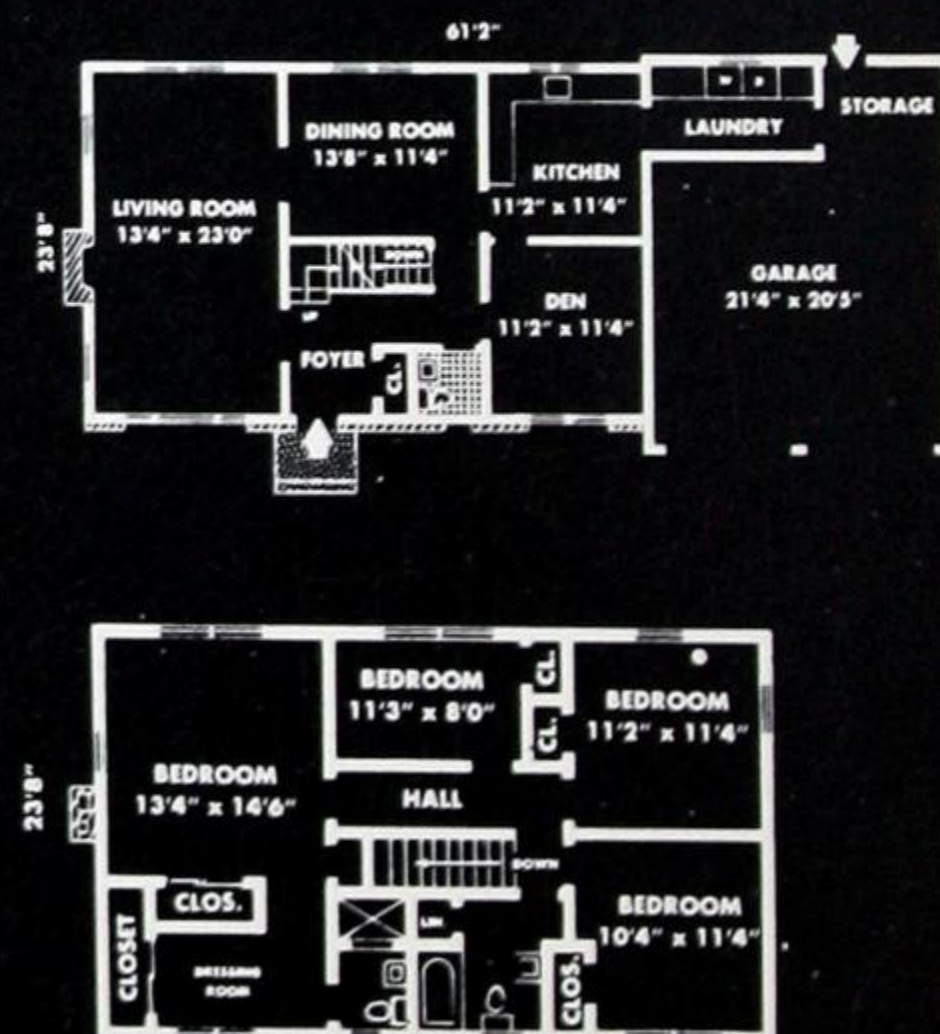
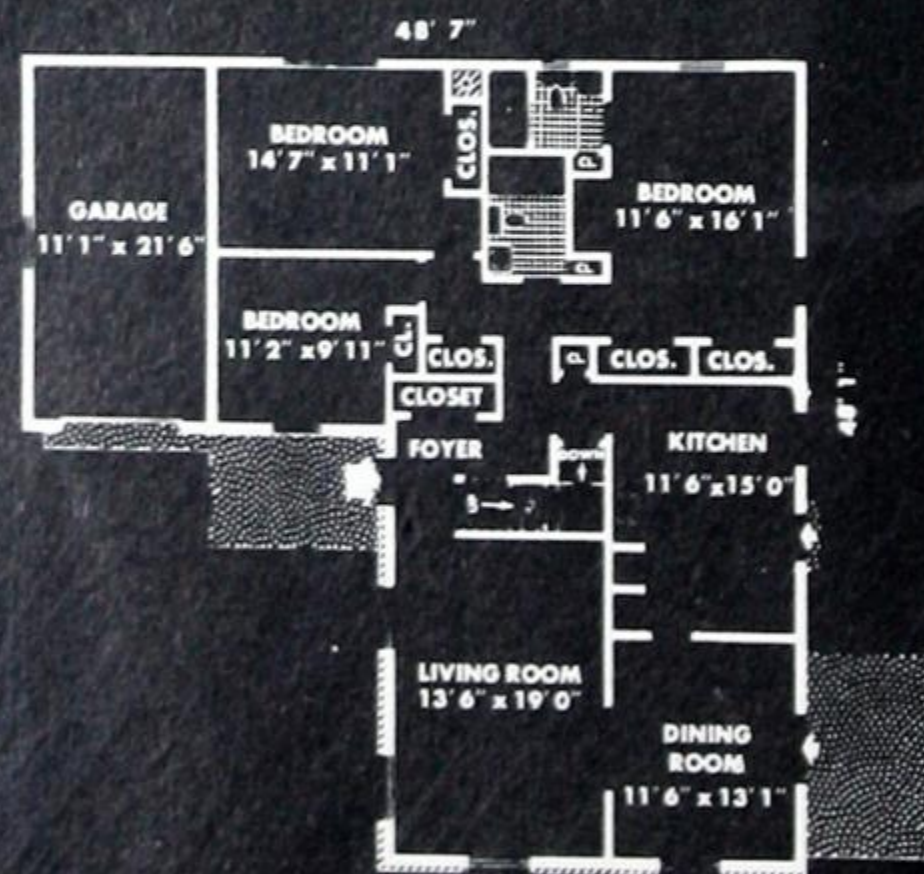
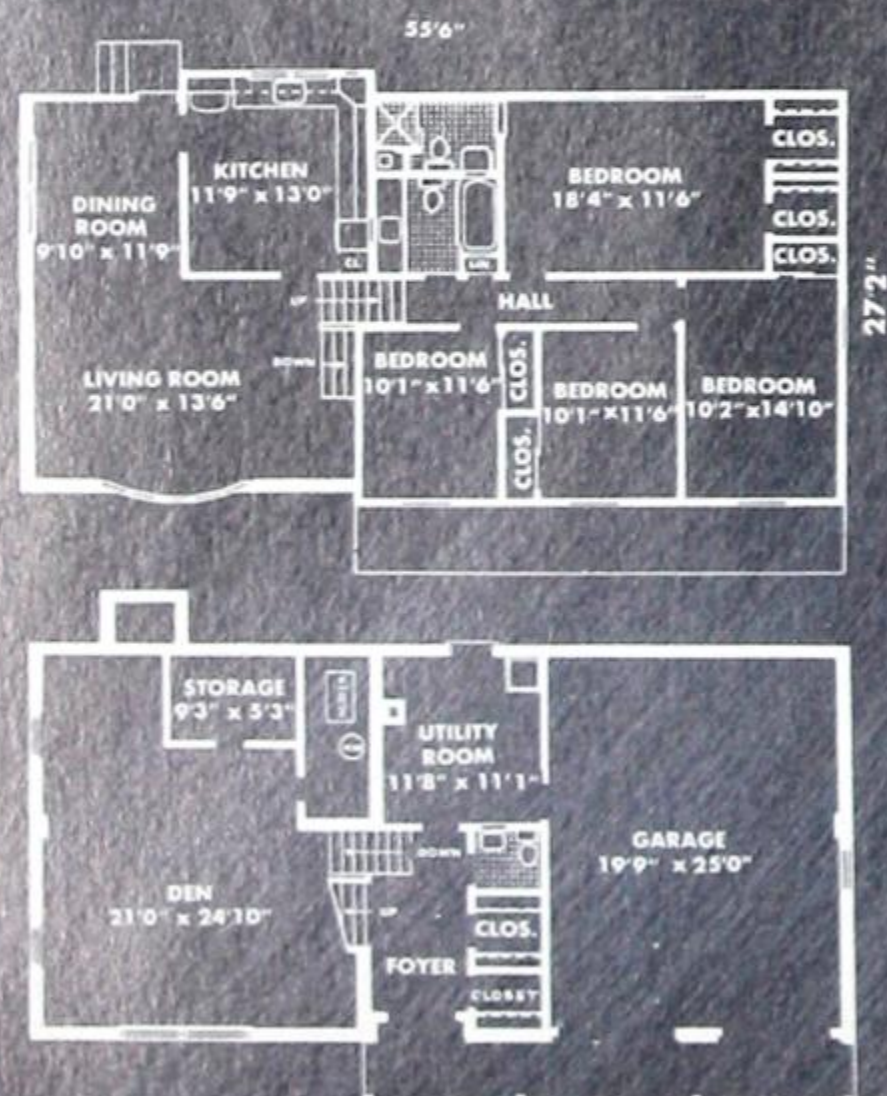
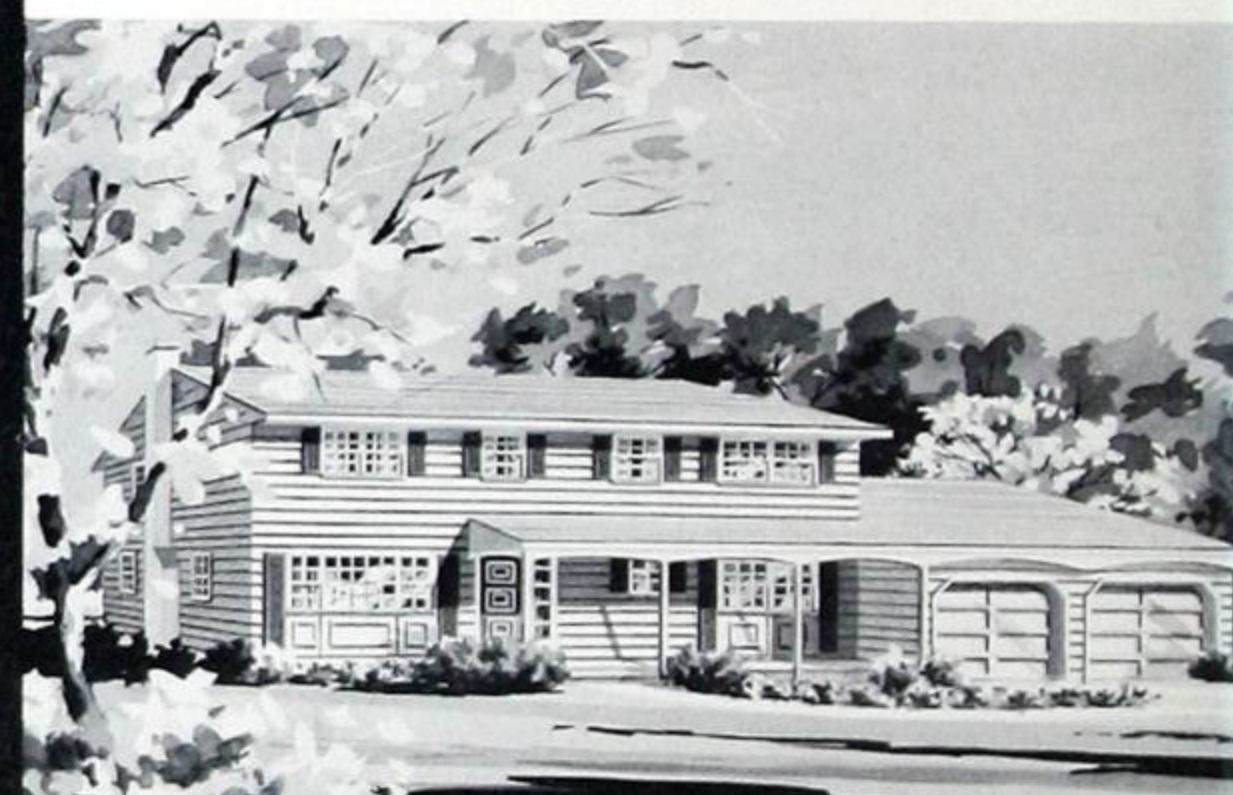
1490 Sq. Ft.
48'7" wide, 48'1" deep



The Annapolis

Master bedroom suite includes additional room for dressing, study, nursery, plus full bath. Superb kitchen has companion pantry for freezer, storage and laundry facilities.

2050 Sq. Ft.
61'2" wide, 23'8" deep



These models contain features that will make extreme sense to the buyers who see them. They bring into the range of practical reality many a former luxury. Ample demonstration of their investment value is the fact that "American Home" magazine chose the "Connecticut" as *best home for the money* in Pennsylvania . . . the state where it was first presented.

THE TWO-STORY	PAGE	THE SPLIT LEVEL	PAGE
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THE CAPE COD		Harrison	27
Nantucket	21	Vermont	28
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The Inaugural Series

Page 1

The Director Series

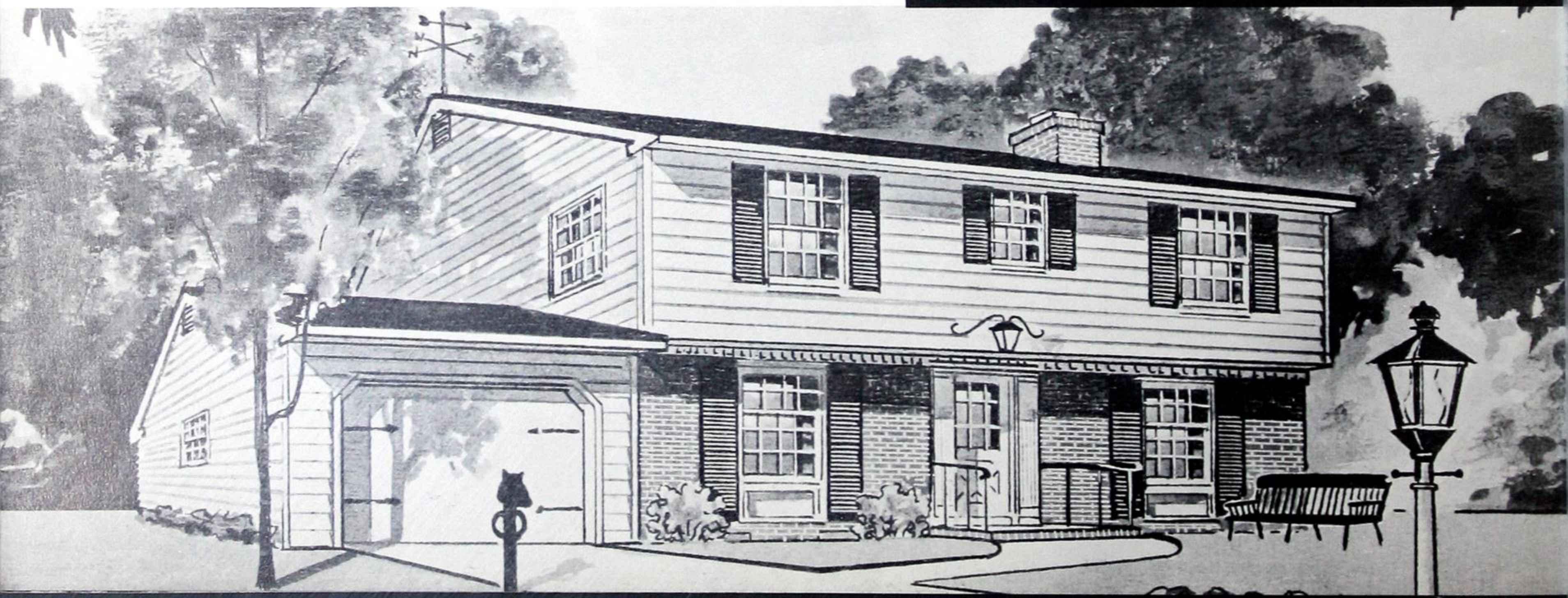
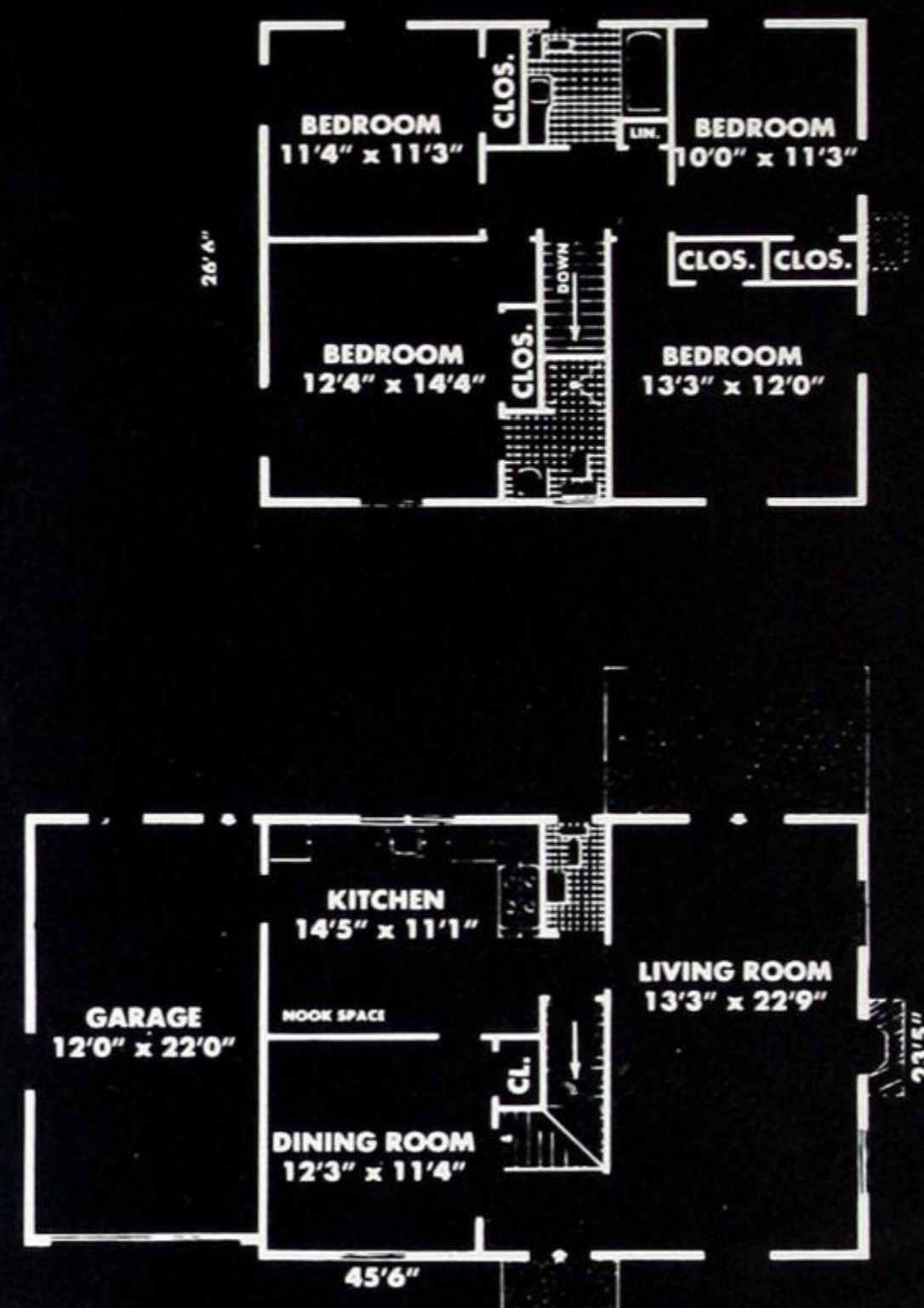
Page 12

The Executive Series

The Lexington

Beamed ceiling in living room. Working fireplace. First floor powder room. 10-lite double doors from living room to rear patio. Details supplied for this Colonial include authentic early American hand-hammered black hardware, raised panel doors, multilite windows, specially designed moulding and trim. We recommend using random-width pegged oak floors to complete the charming picture.

1600 Sq. Ft.
45'6" wide, 26'6" deep



The Brunswick

An expanded version of the beauty and charm afforded by the Lexington.

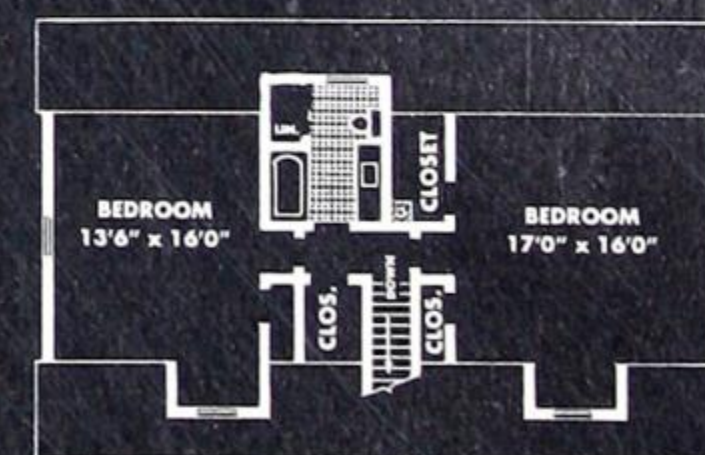
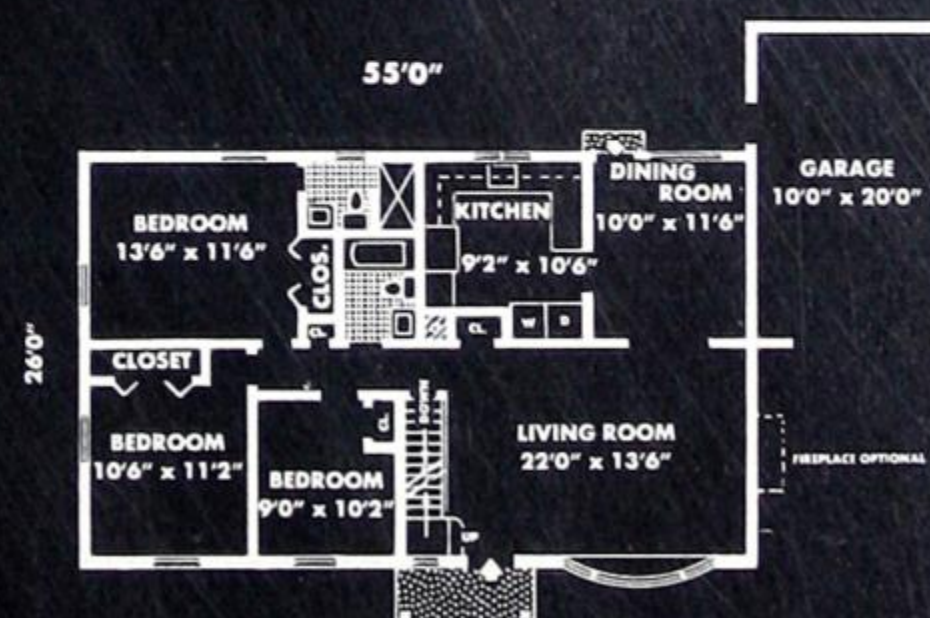
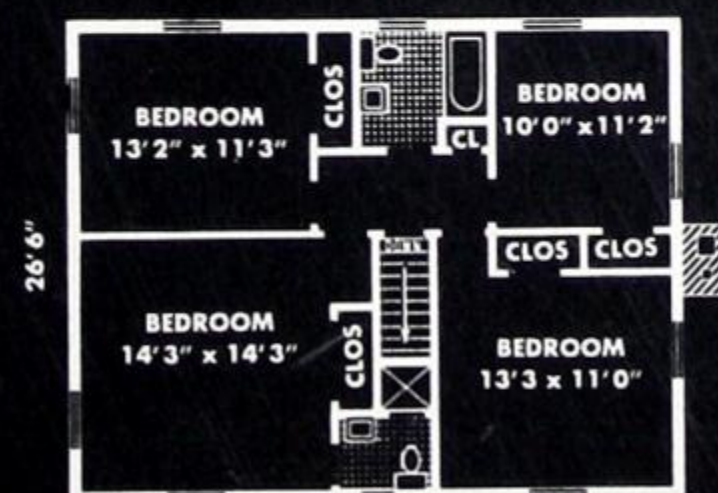
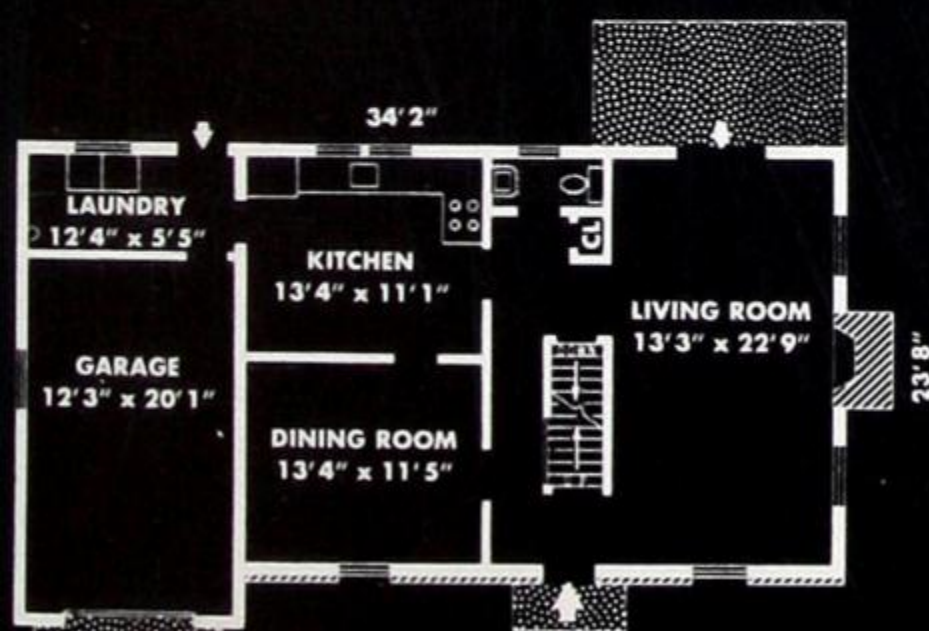
1686 Sq. Ft.
46'6" wide, 26'6" deep

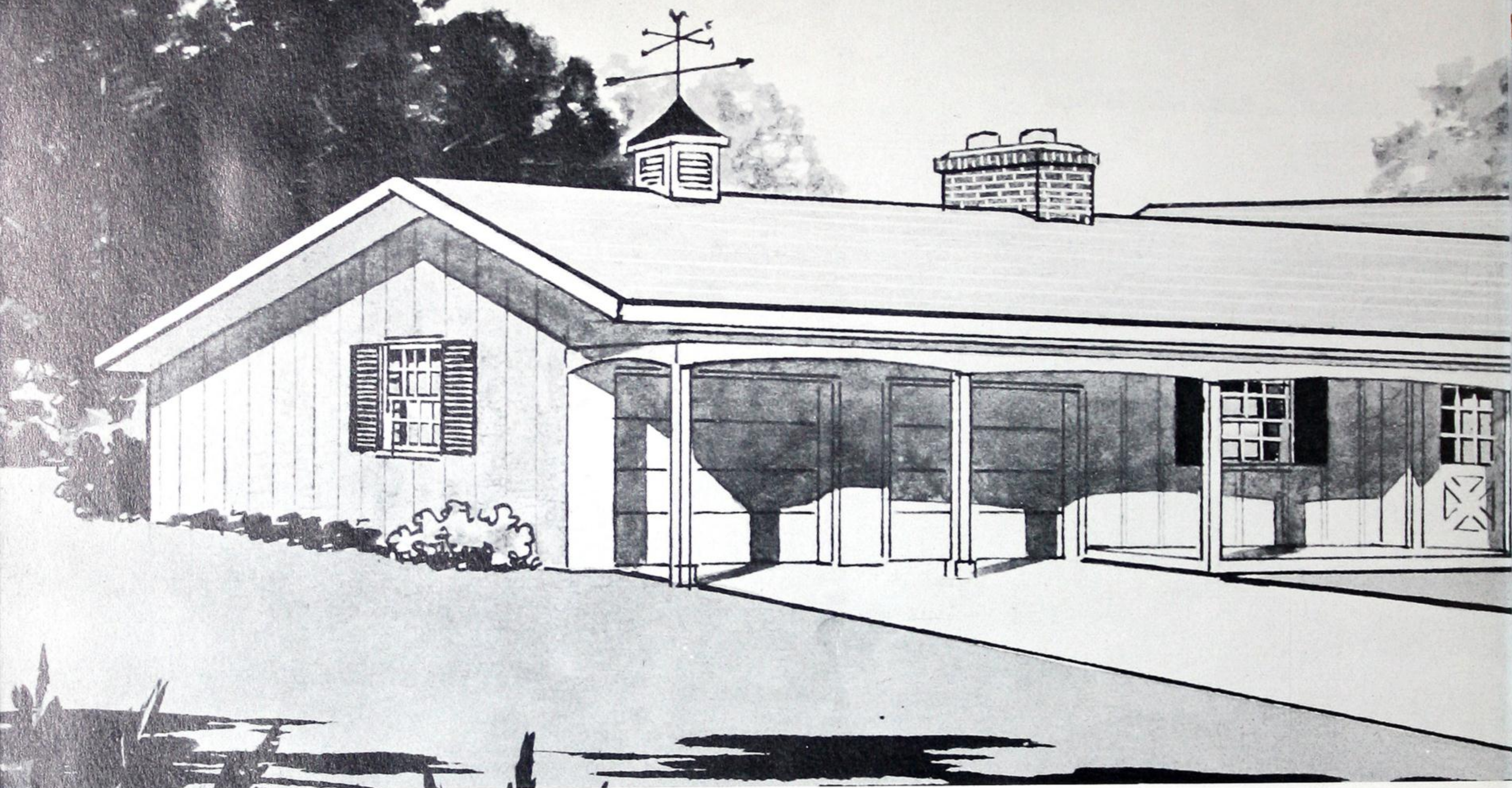


The Nantucket

So much flexibility in this New Englander because the second floor may be completed or left unfinished for later expansion. Living room 24 ft. wide, 3, 4 or 5 bedrooms—separate dining room—second floor may be used for recreation or hobby space.

1860 Sq. Ft. with 2nd floor or
1118 and 742 Sq. Ft. expansion
55'0" wide, 26'0" deep

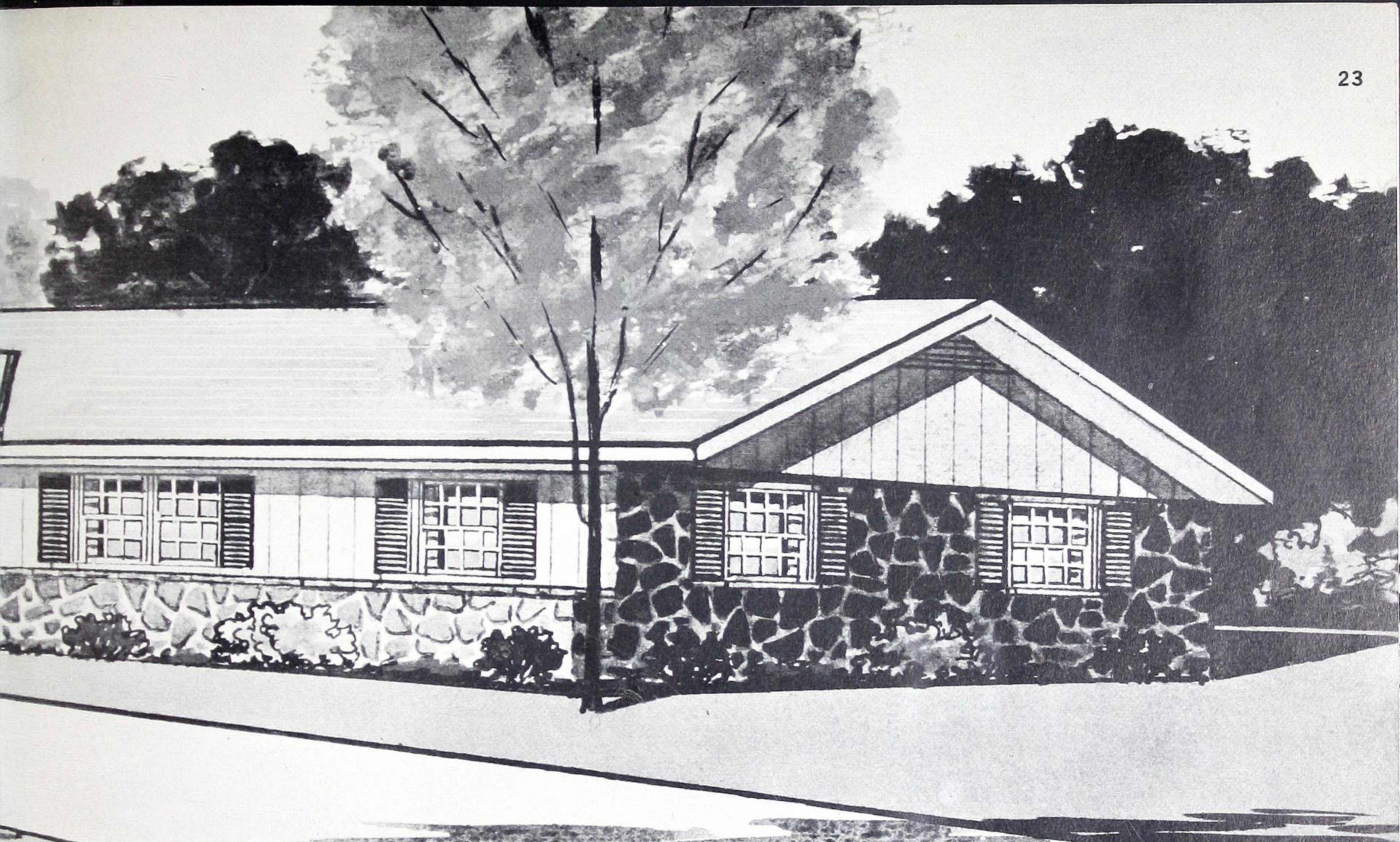




Featuring the integrated open kitchen and family room. Living room and dining area are planned as a unit away from daily living traffic.

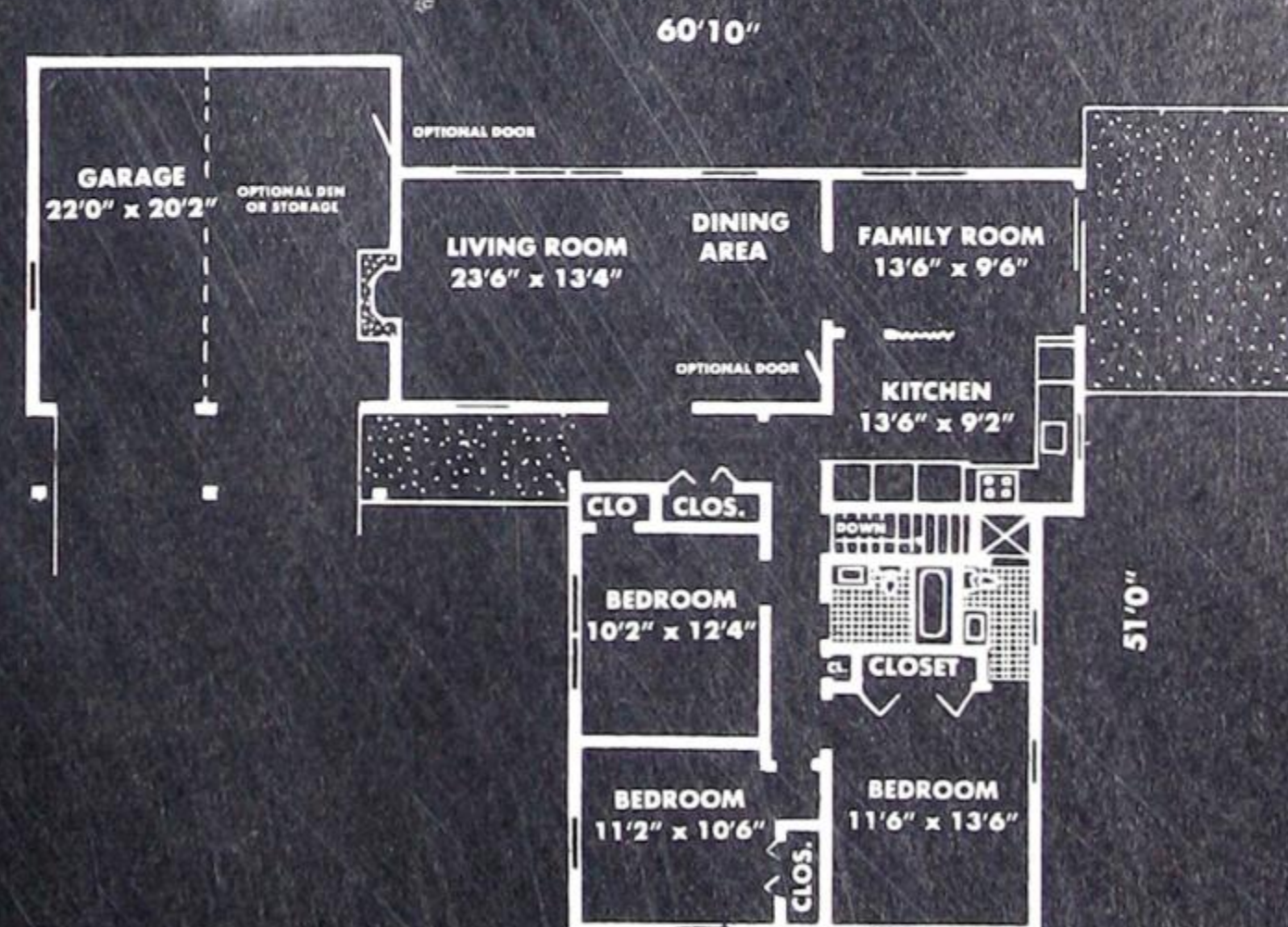
Three bedrooms. Two baths. Two-car garage convertible into a one-car garage and separate den, storage, or hobby room.

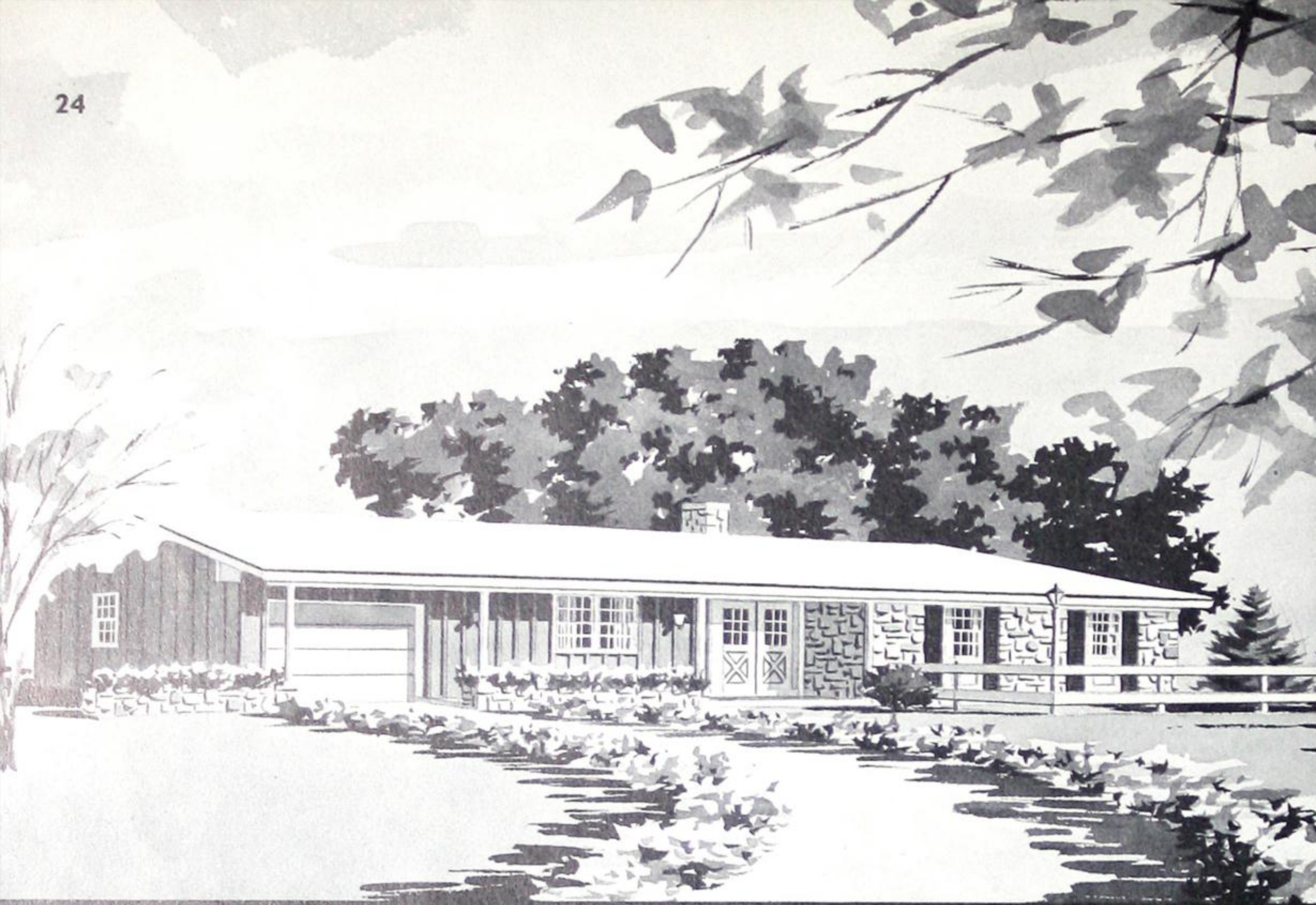
1351 Sq. Ft.
60'10" wide x 51'0" deep



The Lenox

UNSURPASSED LIVING PATTERN OF BRILLIANT DESIGN

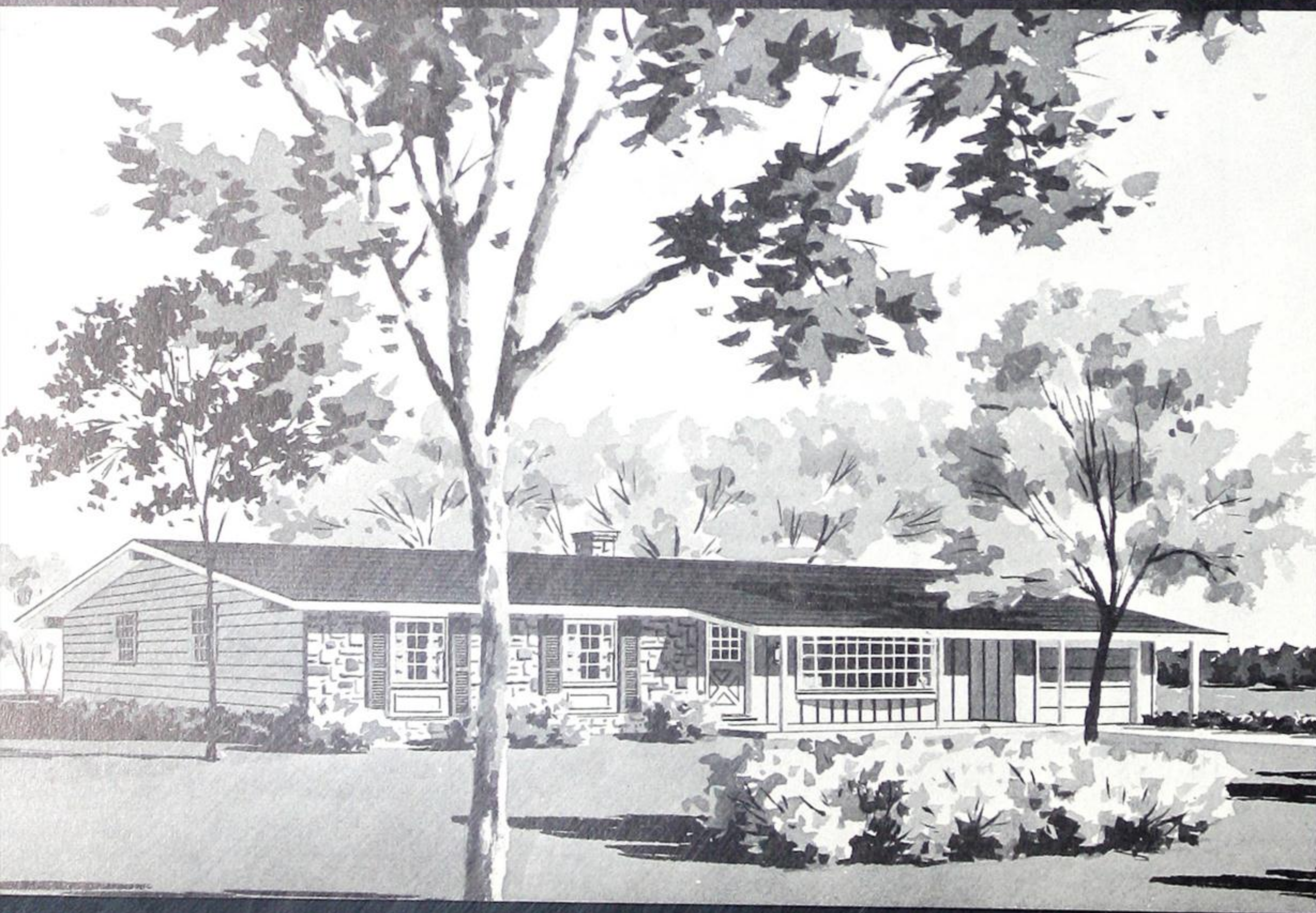
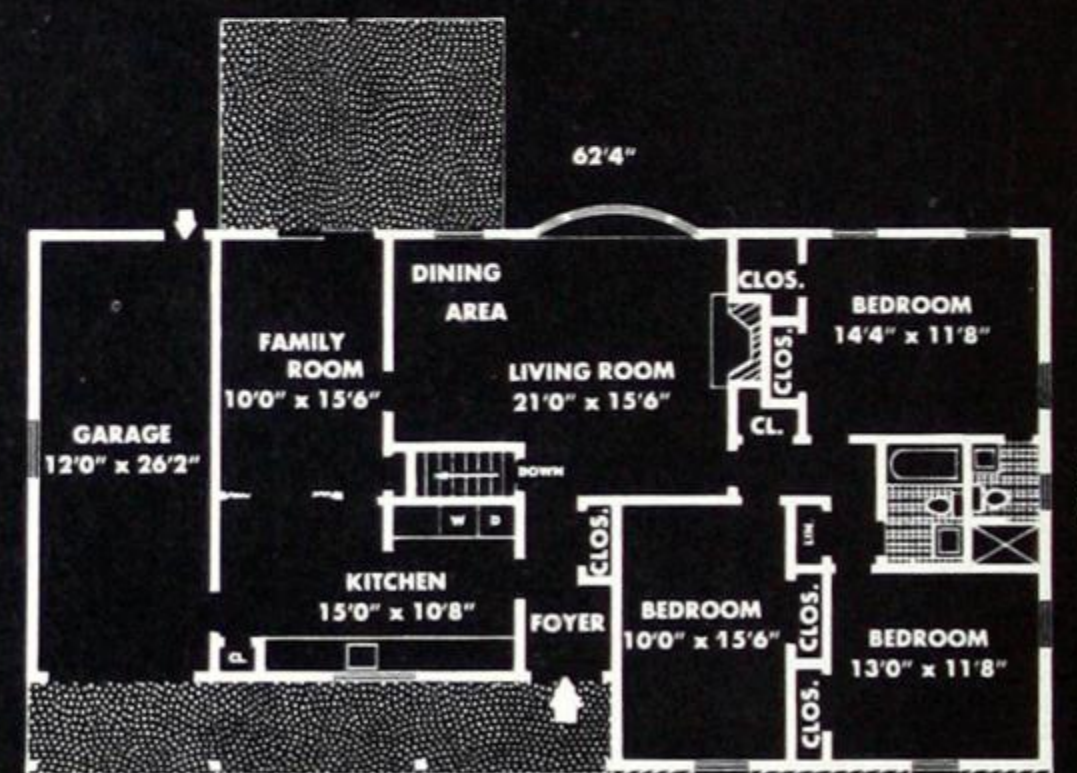




The Stamford

Combination of living room and dining room (325 sq. ft.), planned for pleasant entertaining centering around the fire-place. At the rear of the house it looks out upon the terrace, as does the family room immediately adjoining.

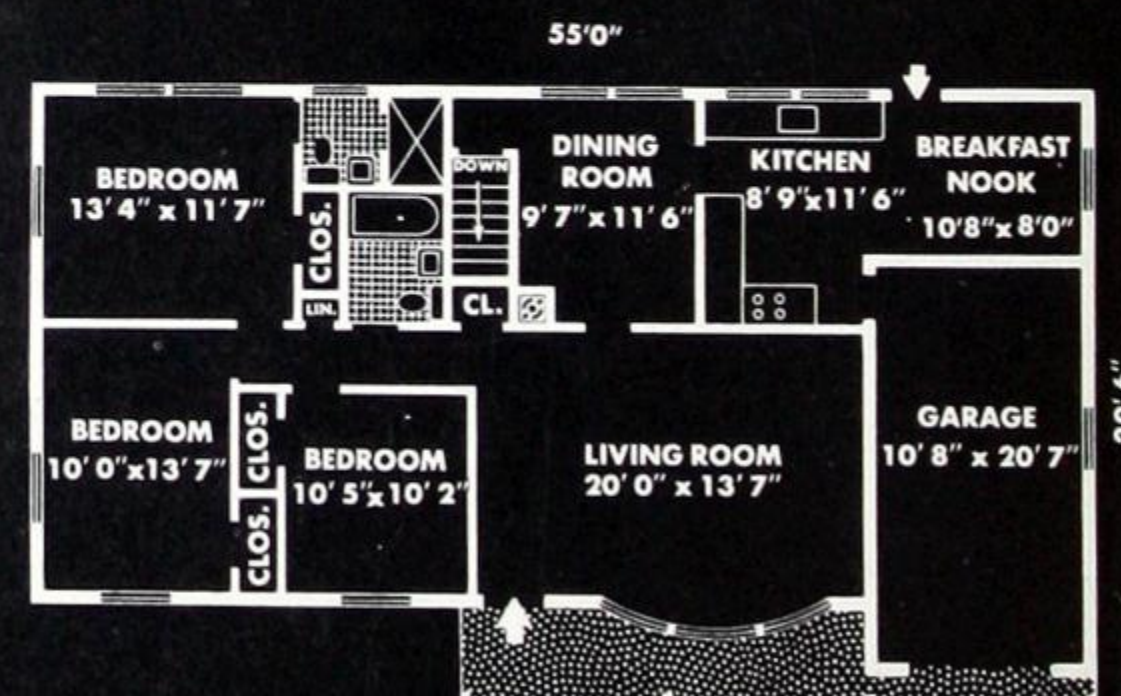
1490 Sq. Ft.
62'4" wide, 32'0" deep



The Winthrop

Handsome 24-ft. front porch. Kitchen and dining nook with outside entrance. Separate dining room. Three bedrooms. two baths.

1234 Sq. Ft.
55'0" wide, 26'0" deep

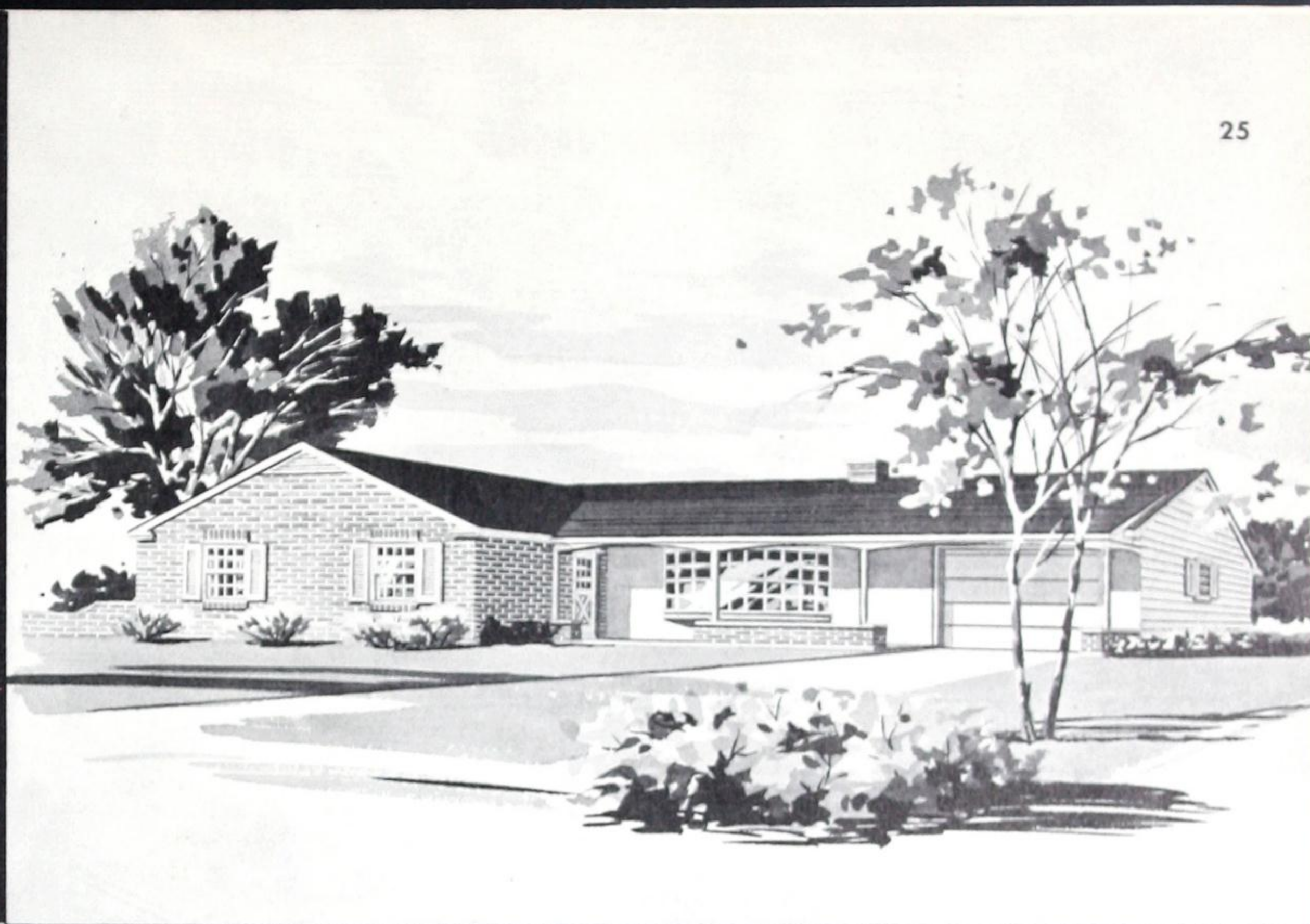
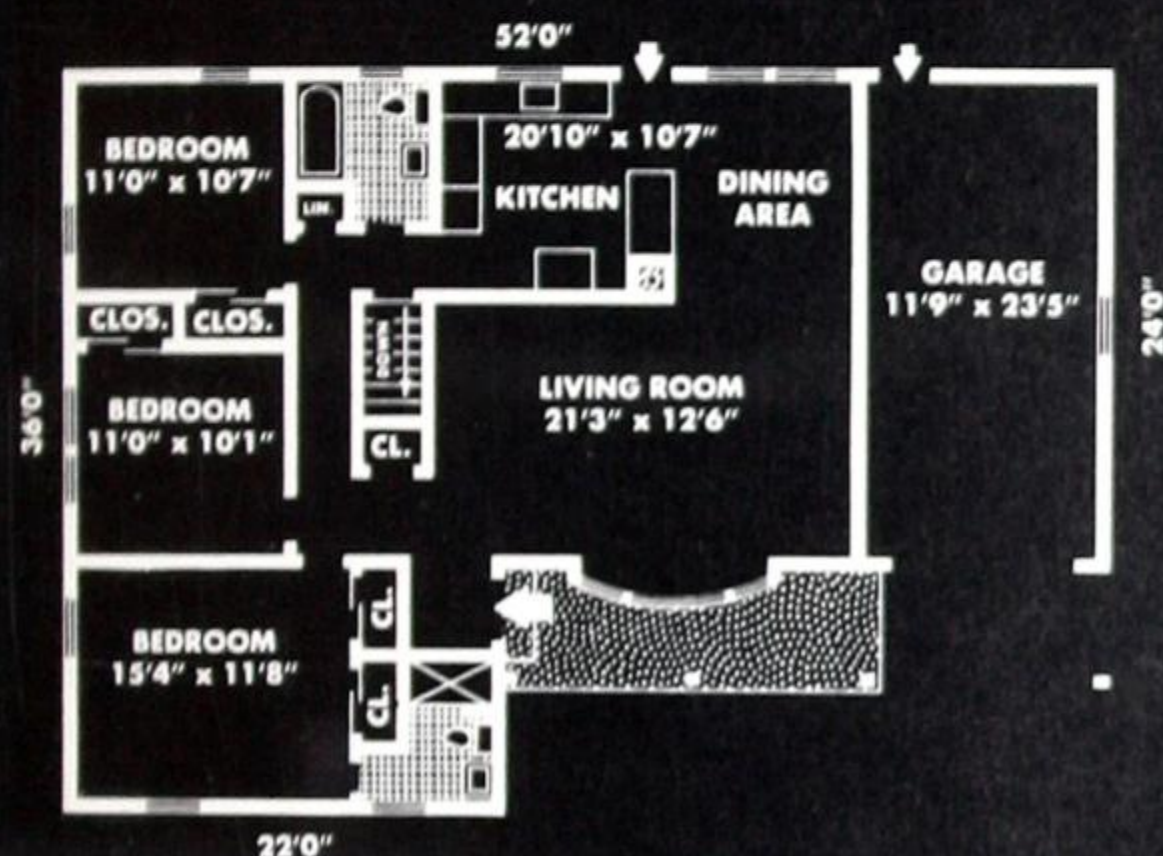


The Fall River

AN ABUNDANCE OF LIVING SPACE

Large master bedroom with double closet and bath. Spacious living room with beautiful bow window.

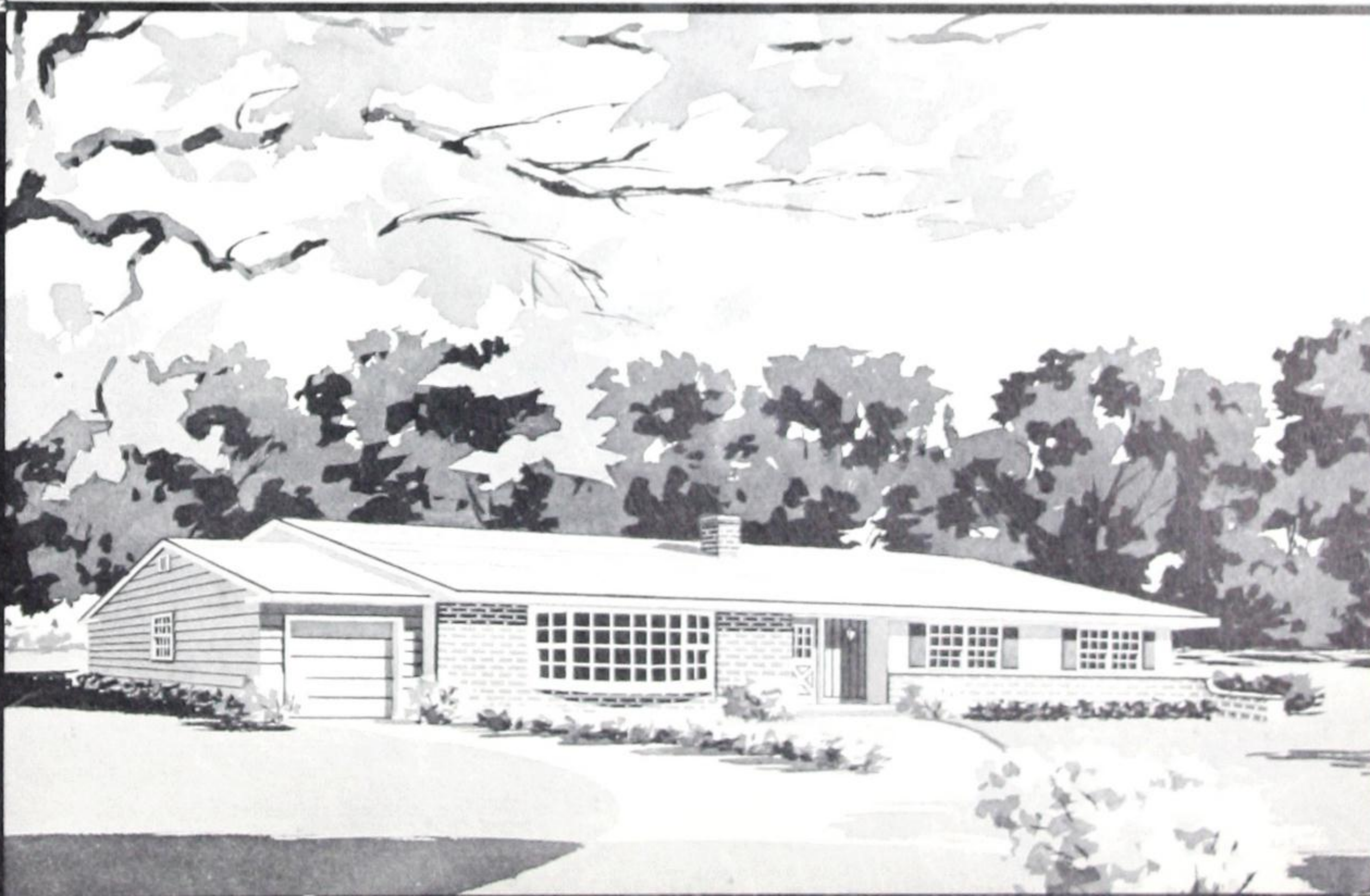
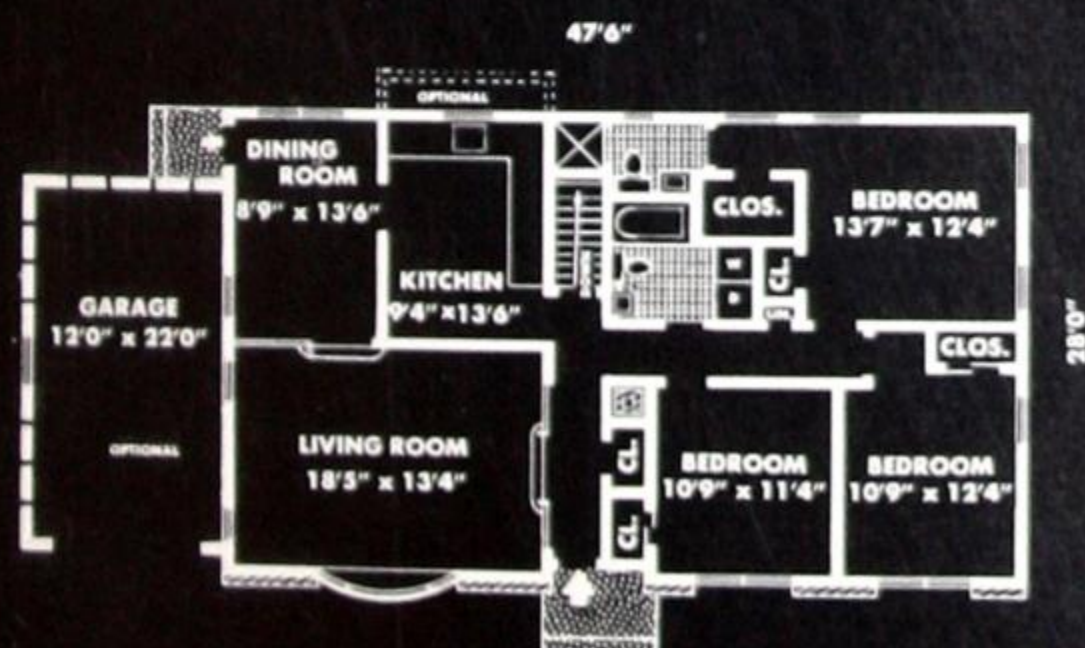
1224 Sq. Ft.
52'0" wide, 36'0" deep



The Berkshire

Center hall entrance with rail separation looking to dropped living room 19 ft. wide. Separate dining room, spacious kitchen. Master bedroom with walk-in dressing closet. Plenty of first floor space for laundry appliances.

1330 Sq. Ft.
47'6" wide, 28'0" deep



The Connecticut

CHOSEN BY "AMERICAN HOME" MAGAZINE IN 1959 AS THE "MOST FOR THE MONEY" IN PENNSYLVANIA, because of its combination of so much style, space and ease of management, within average cost brackets.

Four bedrooms, master bedroom has dressing room and walk-in closet in addition to private bath. Recreation and family room nearly 21 ft. wide. Available in crawl or basement construction.

A—53' x 26'11³/₄"

1924 Sq. Ft. living area

A-1—Crawl, 1-car garage

A-2—Basement, 1-car garage

A-3—A-1 plus 12'4¹/₄" x 1'3" kitchen extension

A-4—A-2 plus 12'4¹/₄" x 1'3" kitchen extension

B—Not shown, 58'4" x 27'0"

1718 Sq. Ft. living area

B-1—Crawl, 2-car garage

B-2—Basement, 2-car garage

C—81'8" x 32'1" not shown

2300 Sq. Ft. plus porch

C-1—Crawl, 2-car side entry

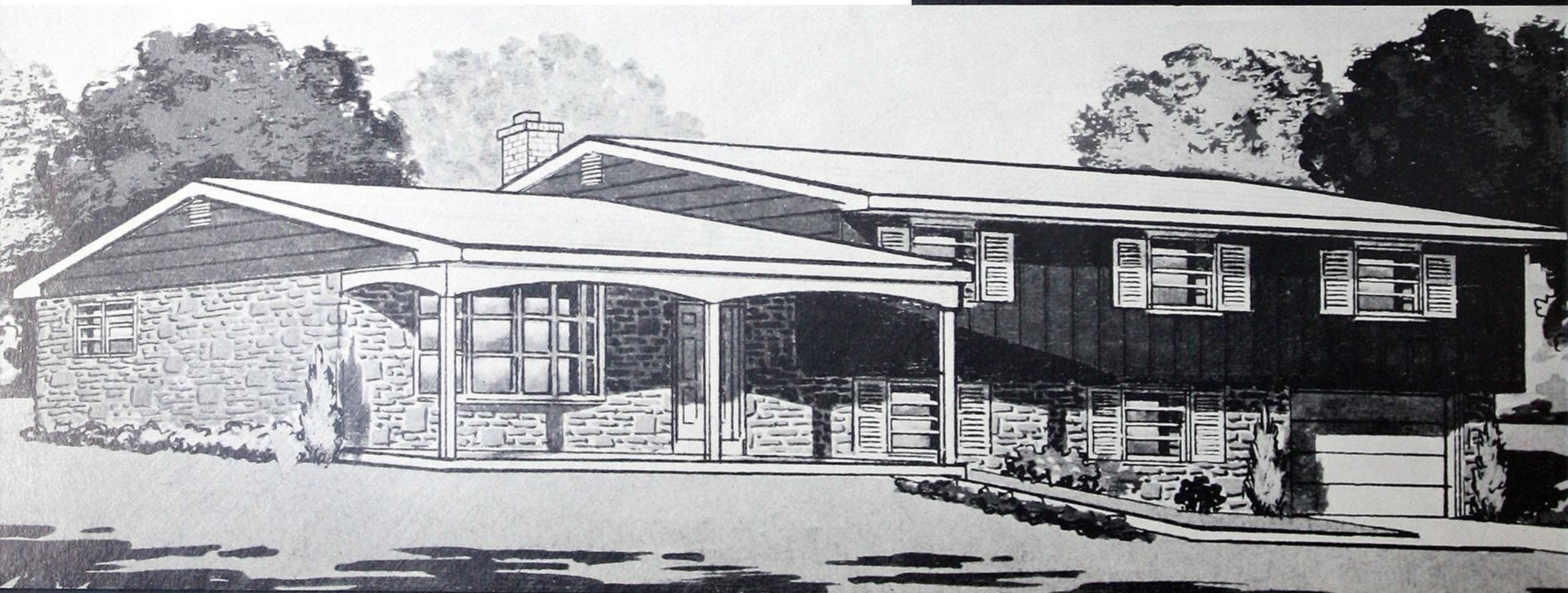
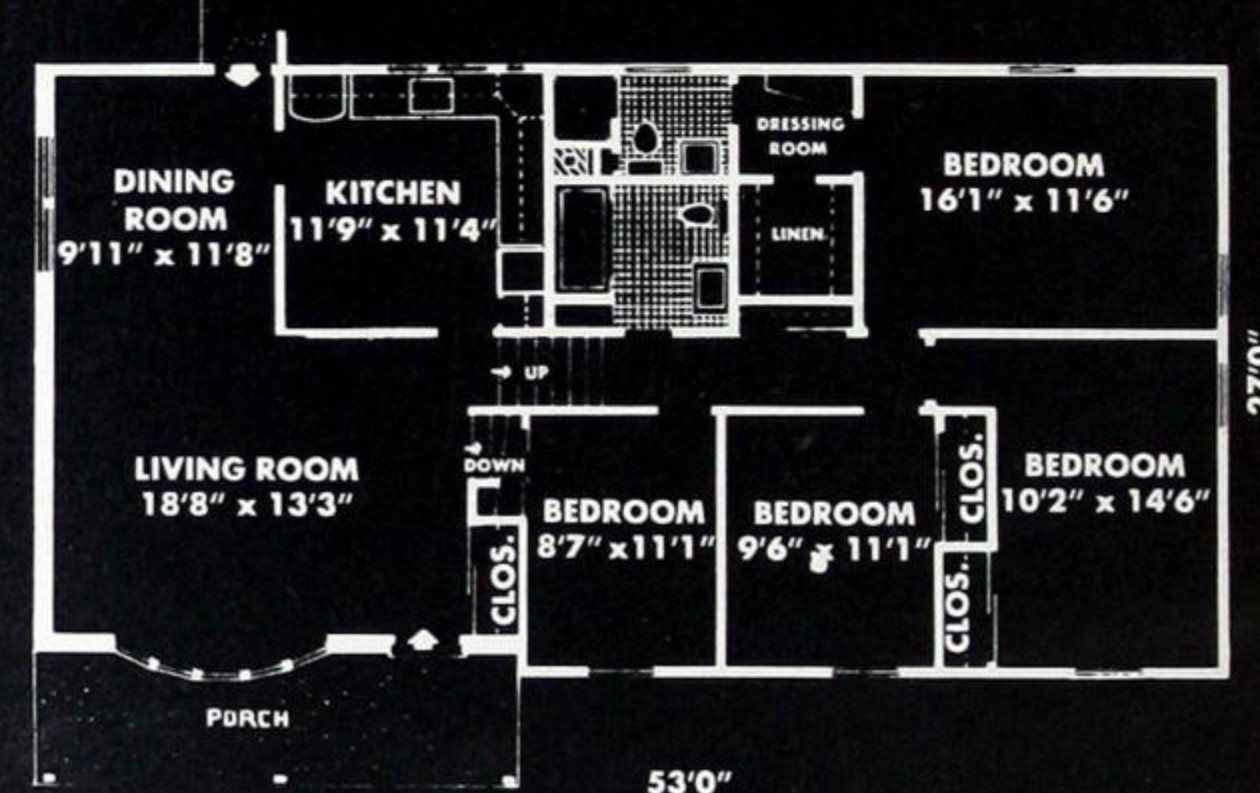
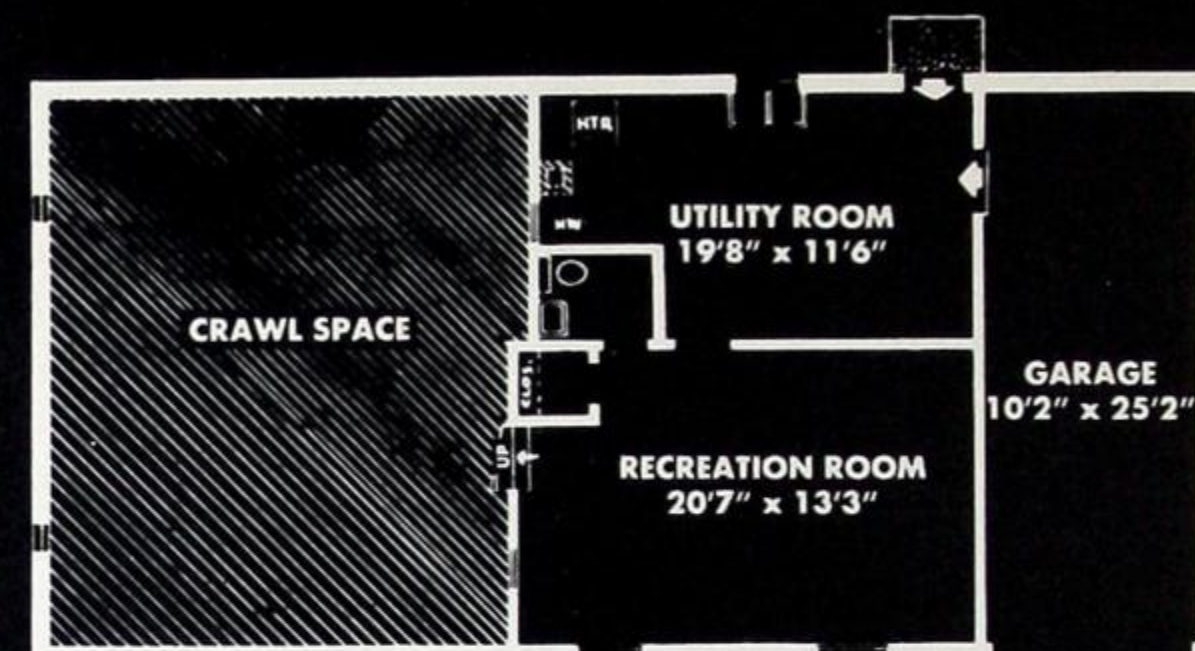
C-2—Basement, 2-car side entry

Connecticut Deluxe, not shown

60'1" x 32'6"

2484 Sq. Ft. living area

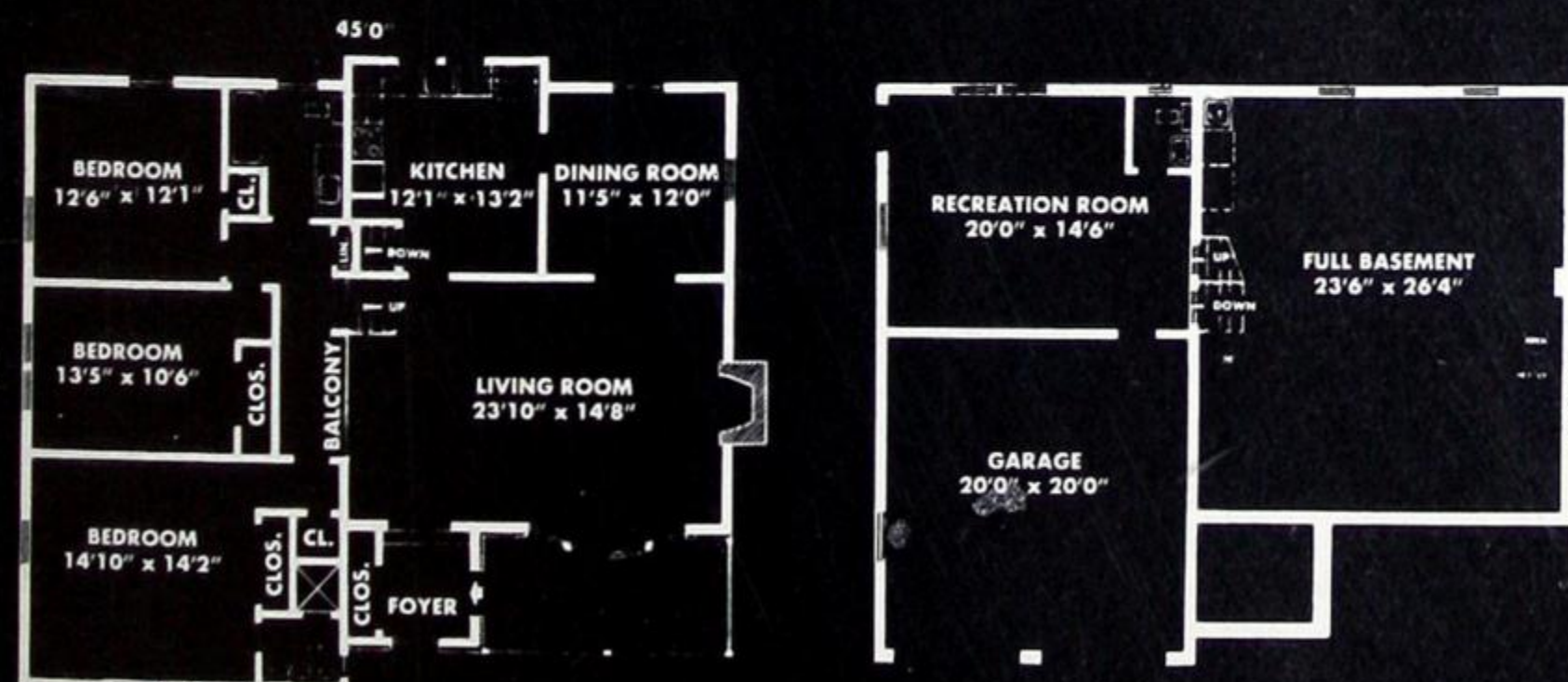
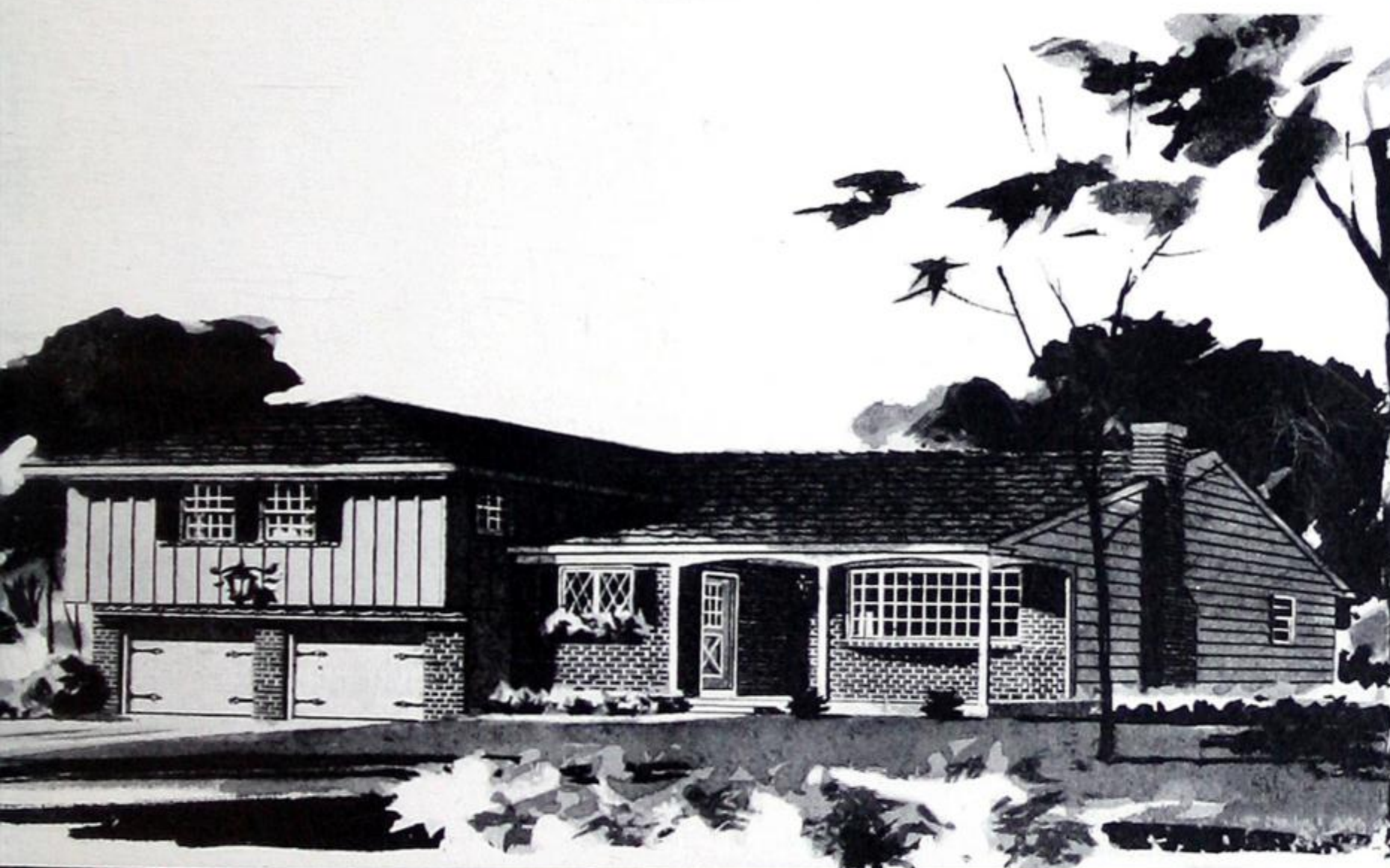
5 bedrooms, 3 baths, 2-car garage



The Cherry Valley

Masterful space in a charming Colonial design. Dramatic balconied living room. Recreation room with sliding doors to rear patio. Twin guest bath with double vanity.

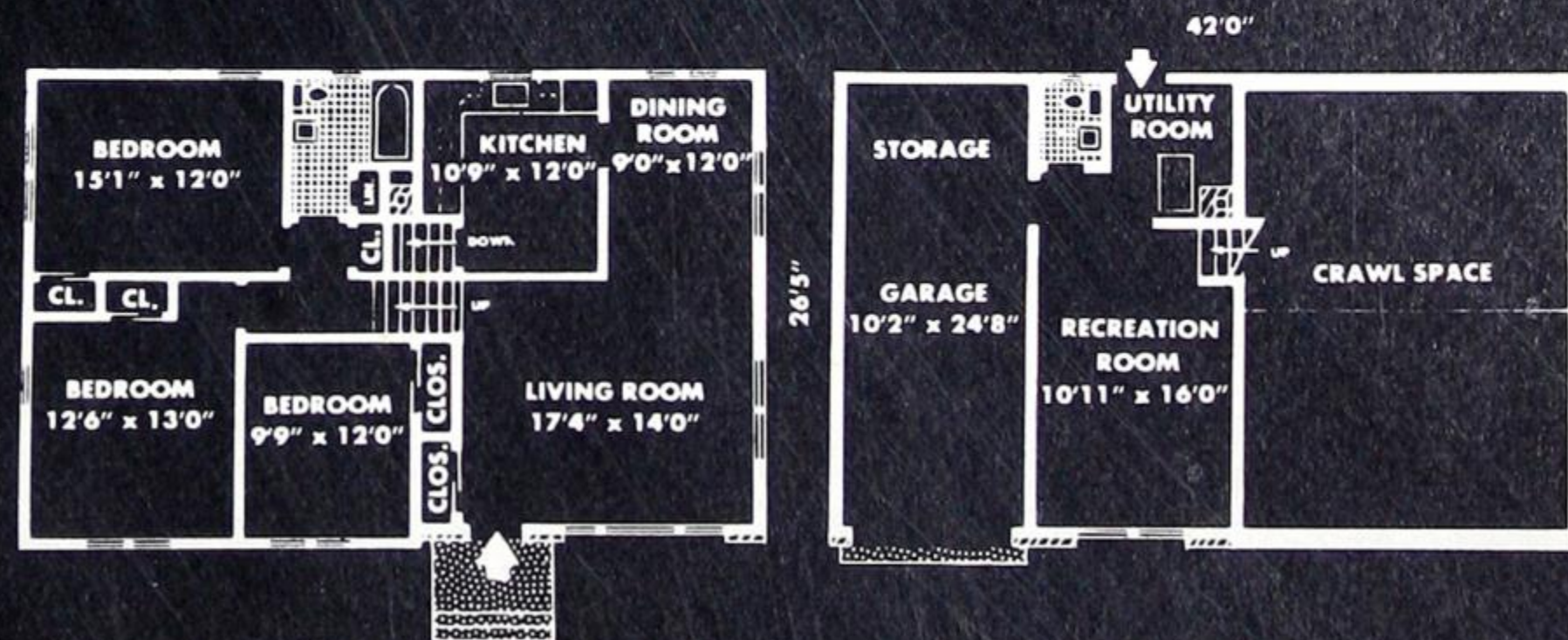
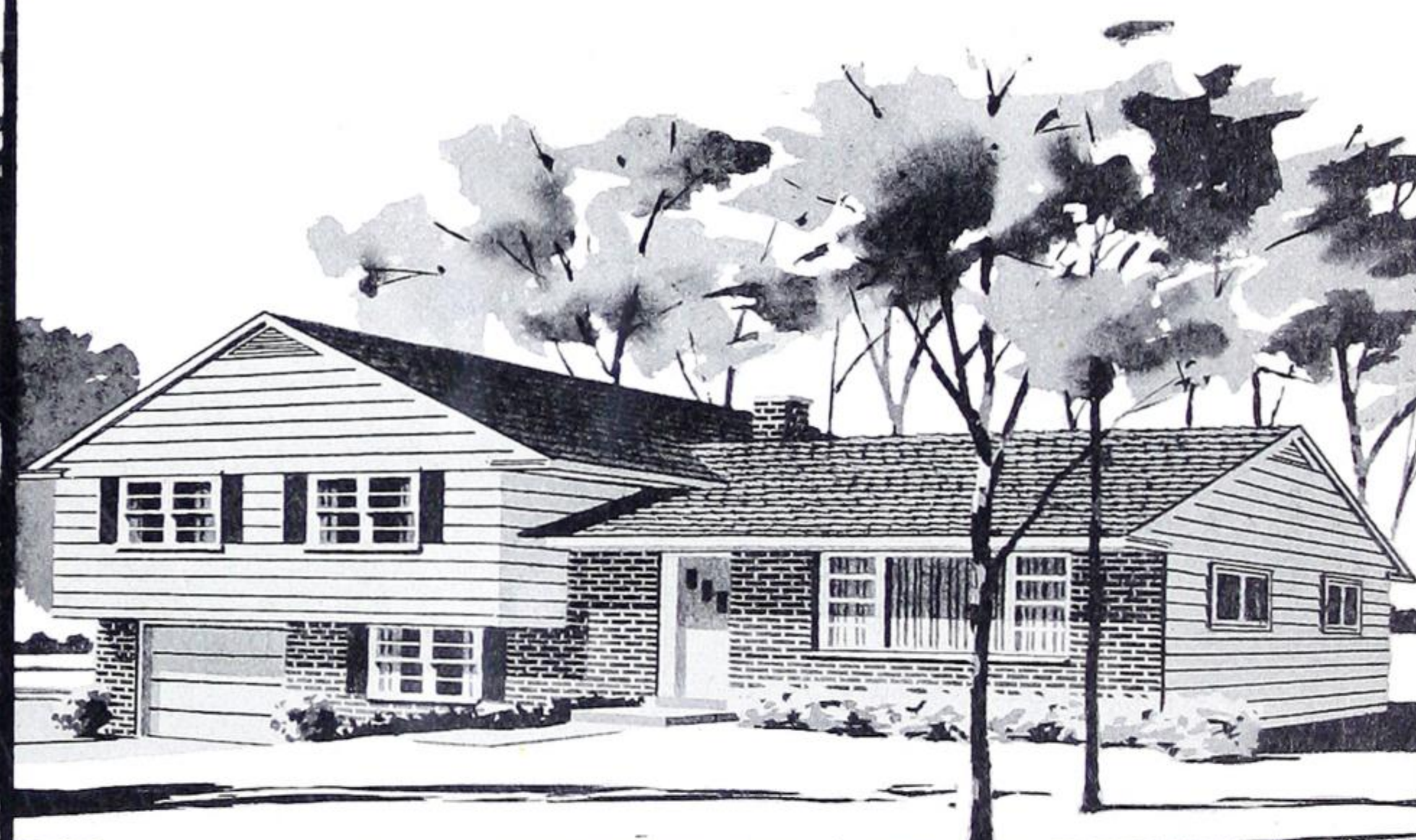
1794 Sq. Ft.
45'0" wide, 38'0" deep



The Harrison

Comfort unlimited in a classic design. Recreation room with powder room adjoining. Laundry room with outside entrance.

1412 Sq. Ft.
42'0" wide, 27'5" deep



The Vermont

3 bedrooms, plus a lower hall room ideal for a 4th bedroom or hobby room. Available with 1- or 2-car garage or carport.

Following for crawl space:

A-1—66'4" x 26'11³/₄", elev. A plus 2-car garage.

A-2—54'4" x 26'11³/₄", elev. A (illustrated) plus 1-car garage.

A-3—54'4" x 26'11³/₄", elev. A plus 1-car carport.

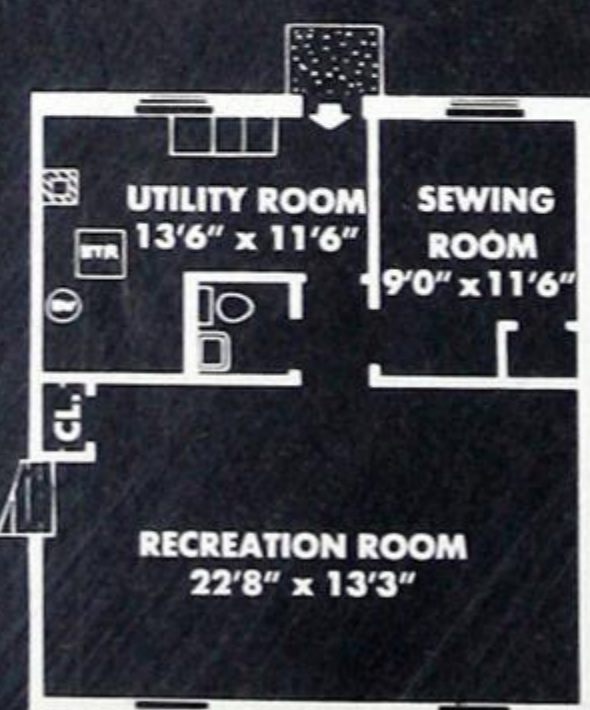
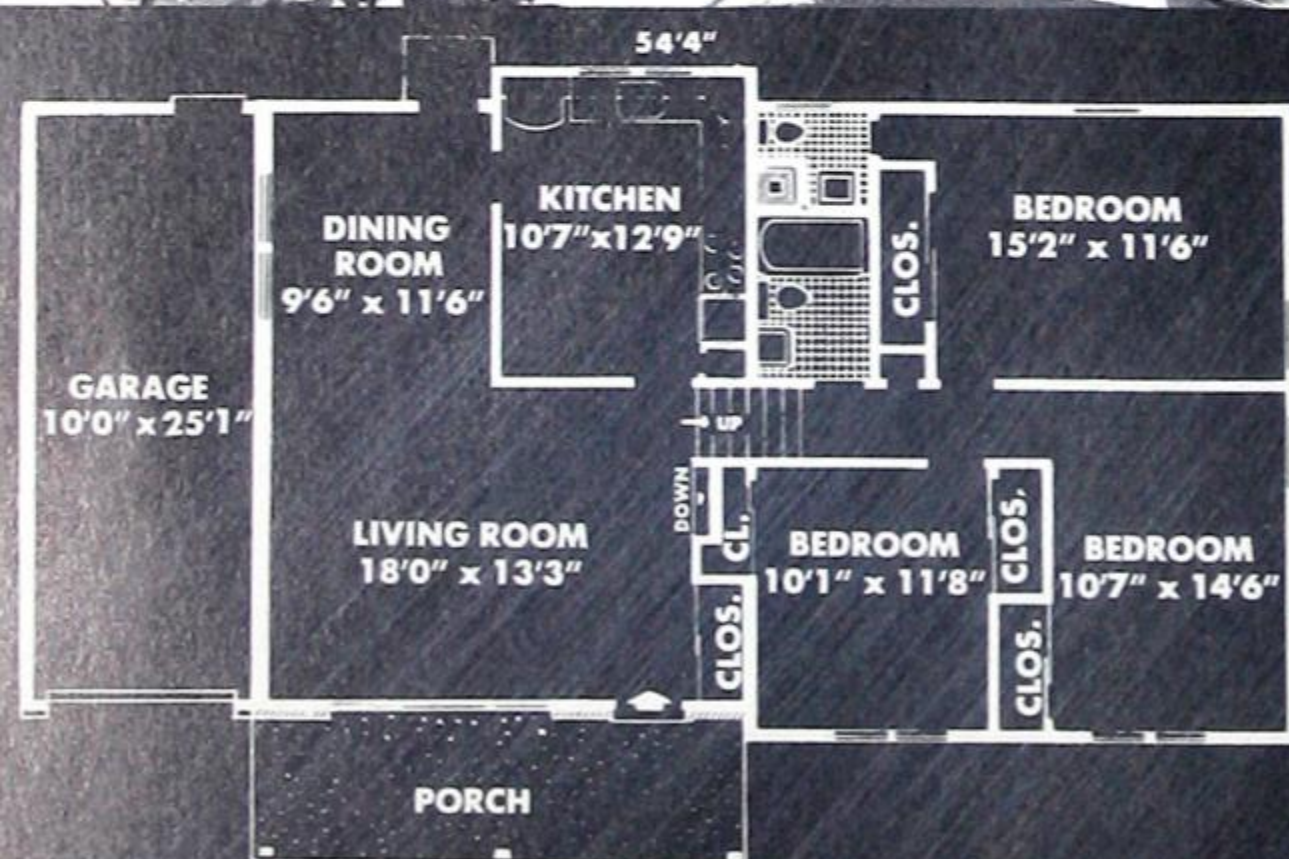
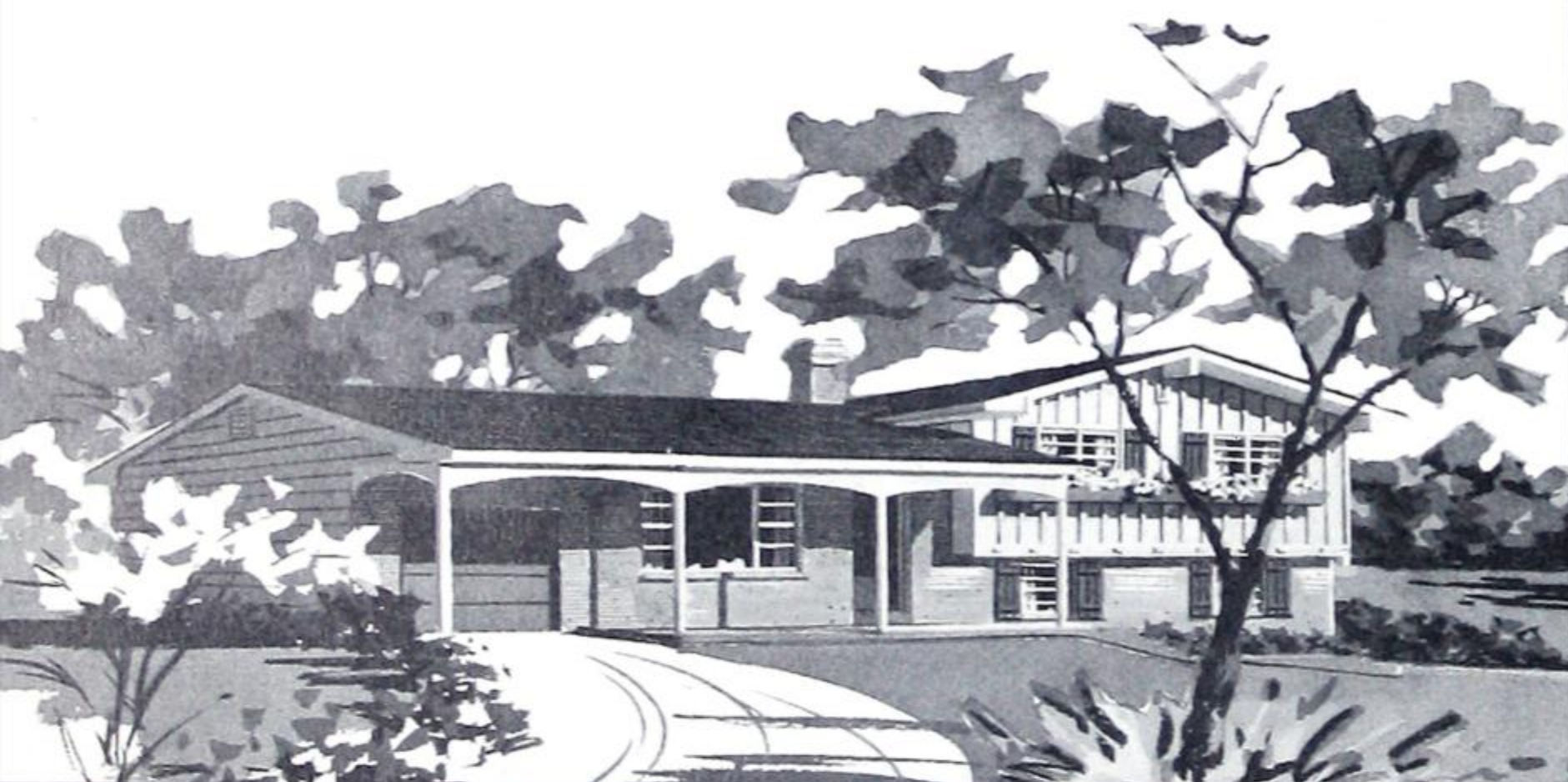
B-1—66'4" x 26'11³/₄", elev. B, 2-car garage.

B-2—54'4" x 26'11³/₄", elev. B, 1-car garage.

B-3—54'4" x 26'11³/₄", elev. B plus 1-car carport.

Available with cathedral ceiling in living room. Each of above is also available for basement.

1744 Sq. Ft.



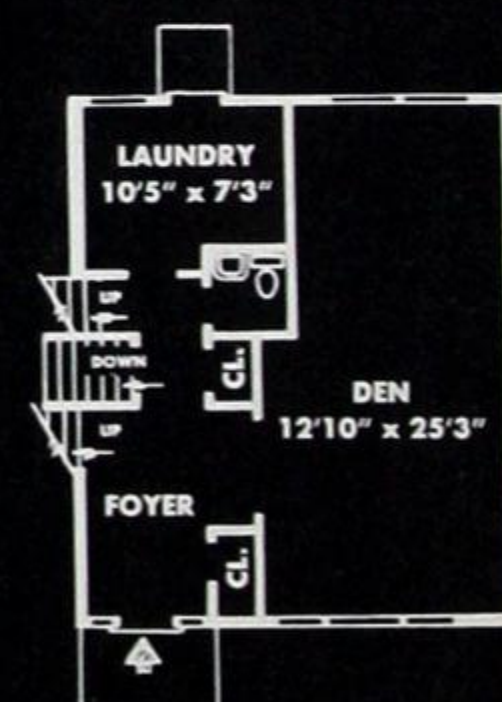
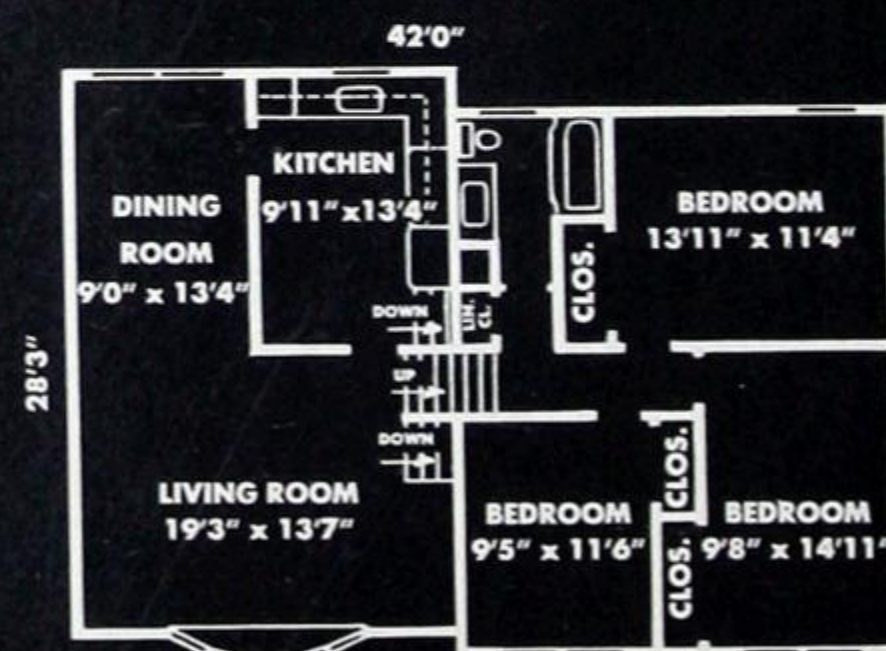
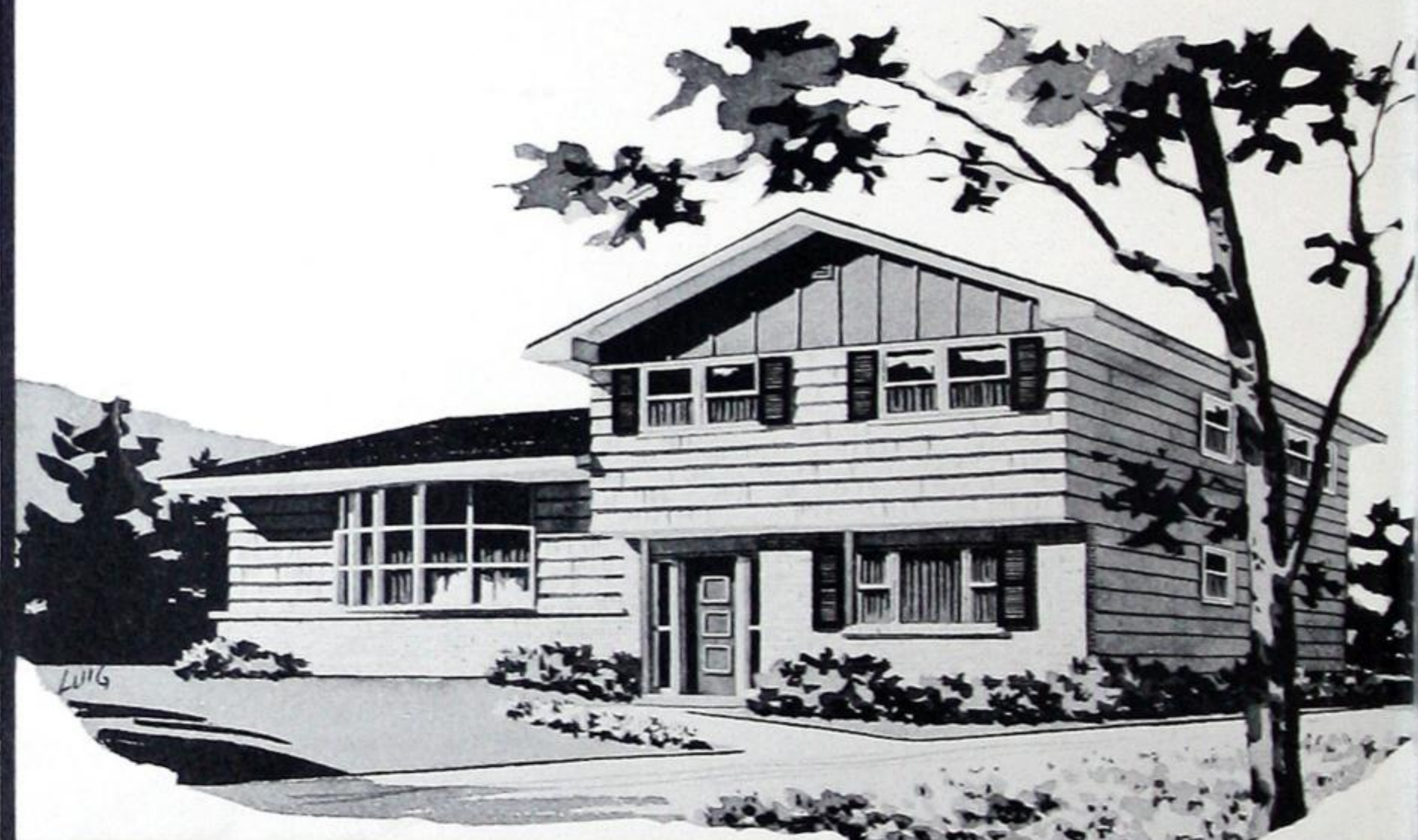
The Hartford

A WELL PLANNED HOME THAT ACCEPTS
VARIATIONS IN TREATMENT

Available without garage as shown, or 2-car garage. Basement or crawl type construction. Grade level den may be reached from front or rear doors. Adjoining powder and laundry rooms make ideal "mud room" to protect living quarters. 3 bedrooms, 1¹/₂ baths, 19'3" living room features a curved bay window.

1759 Sq. Ft.

42'0" wide, 27'8" deep



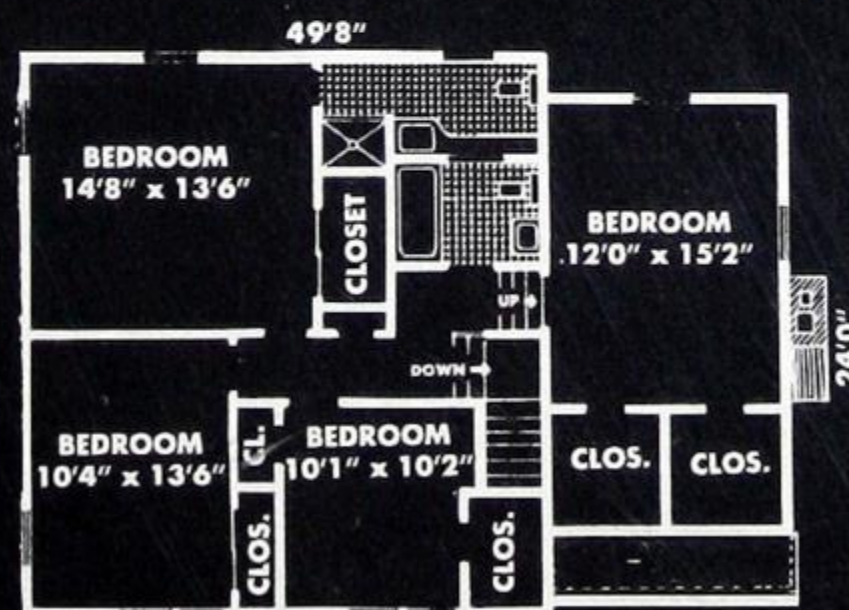
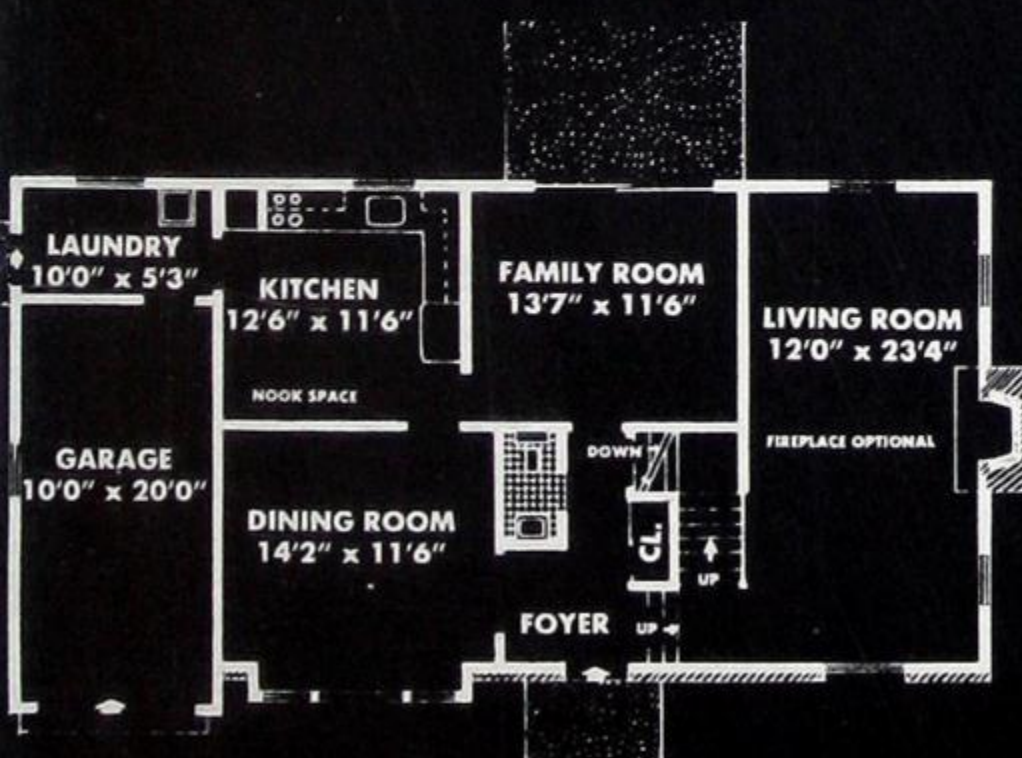
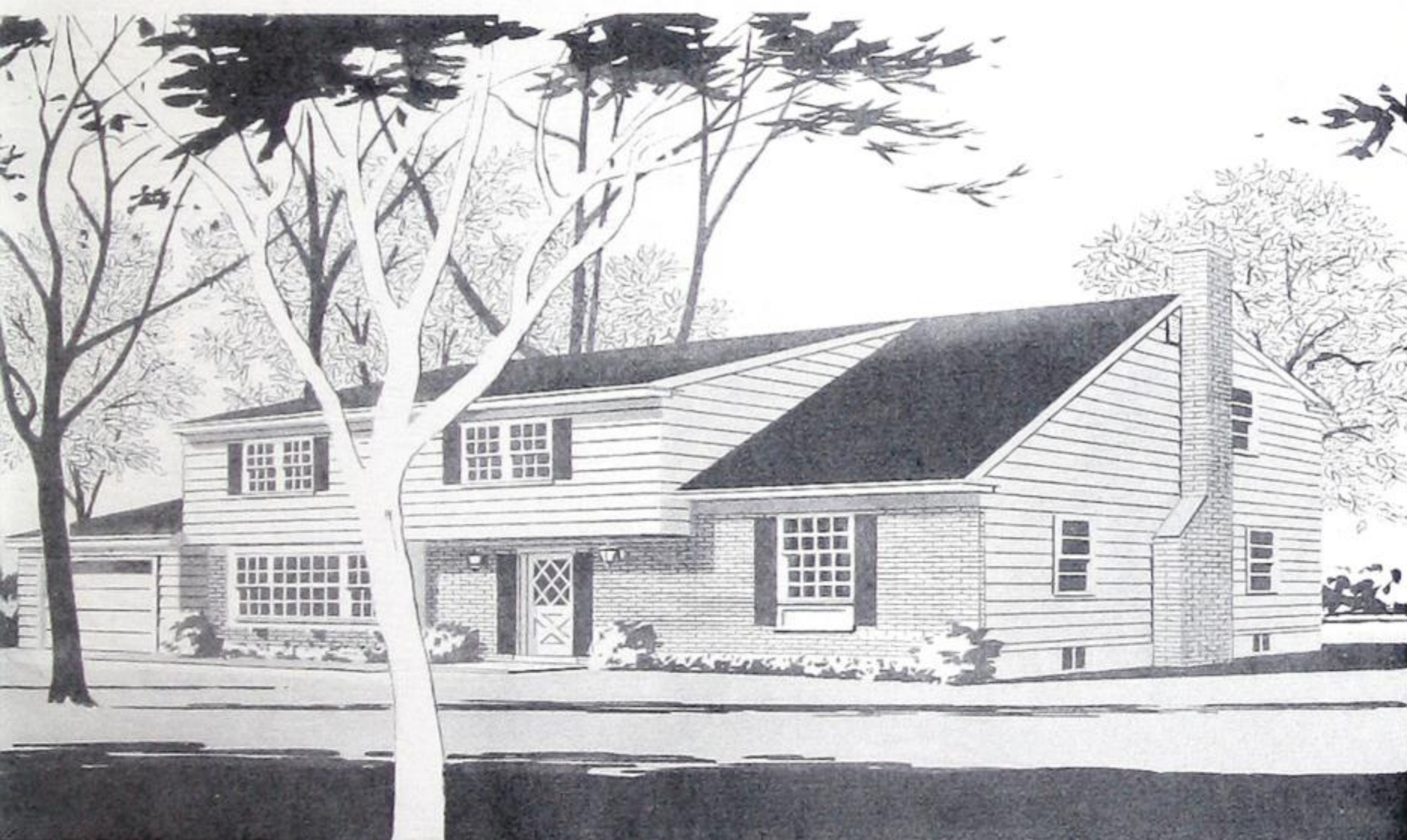
The Newport

THE HOME THAT'S ZONED TO BE CAREFREE

Center hall, family room, kitchen, dinette, laundry room, powder room and rear "mud" entrance are just a few steps to anywhere. A "private" living room (12' x 23') is just a short step away from the family traffic of daily living. Master bedroom 14'8" x 13'6". Garage included.

1964 Sq. Ft.

49'8" wide, 24'0" deep



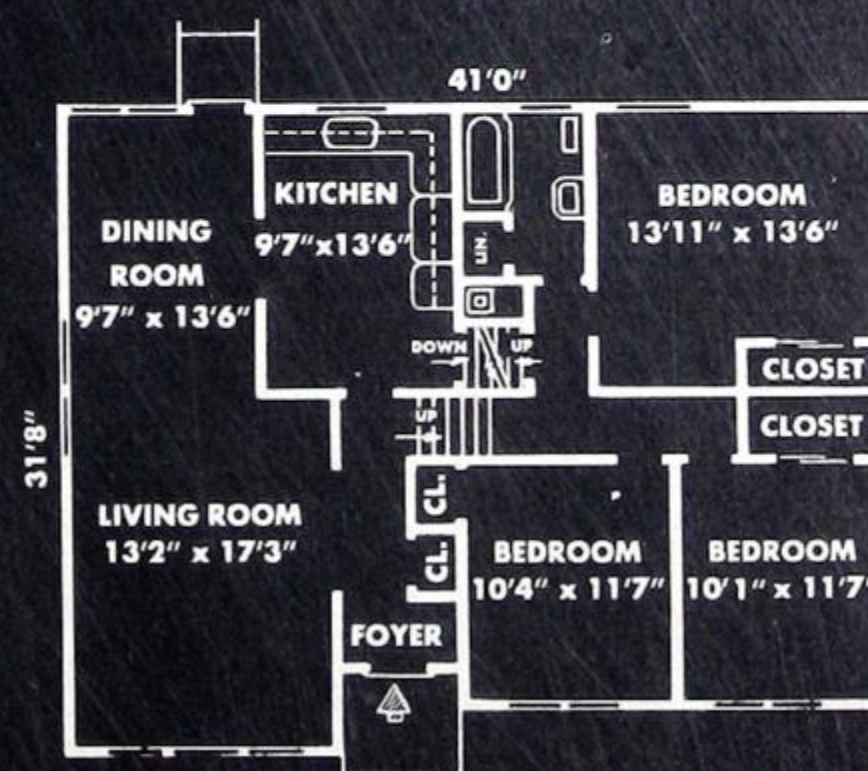
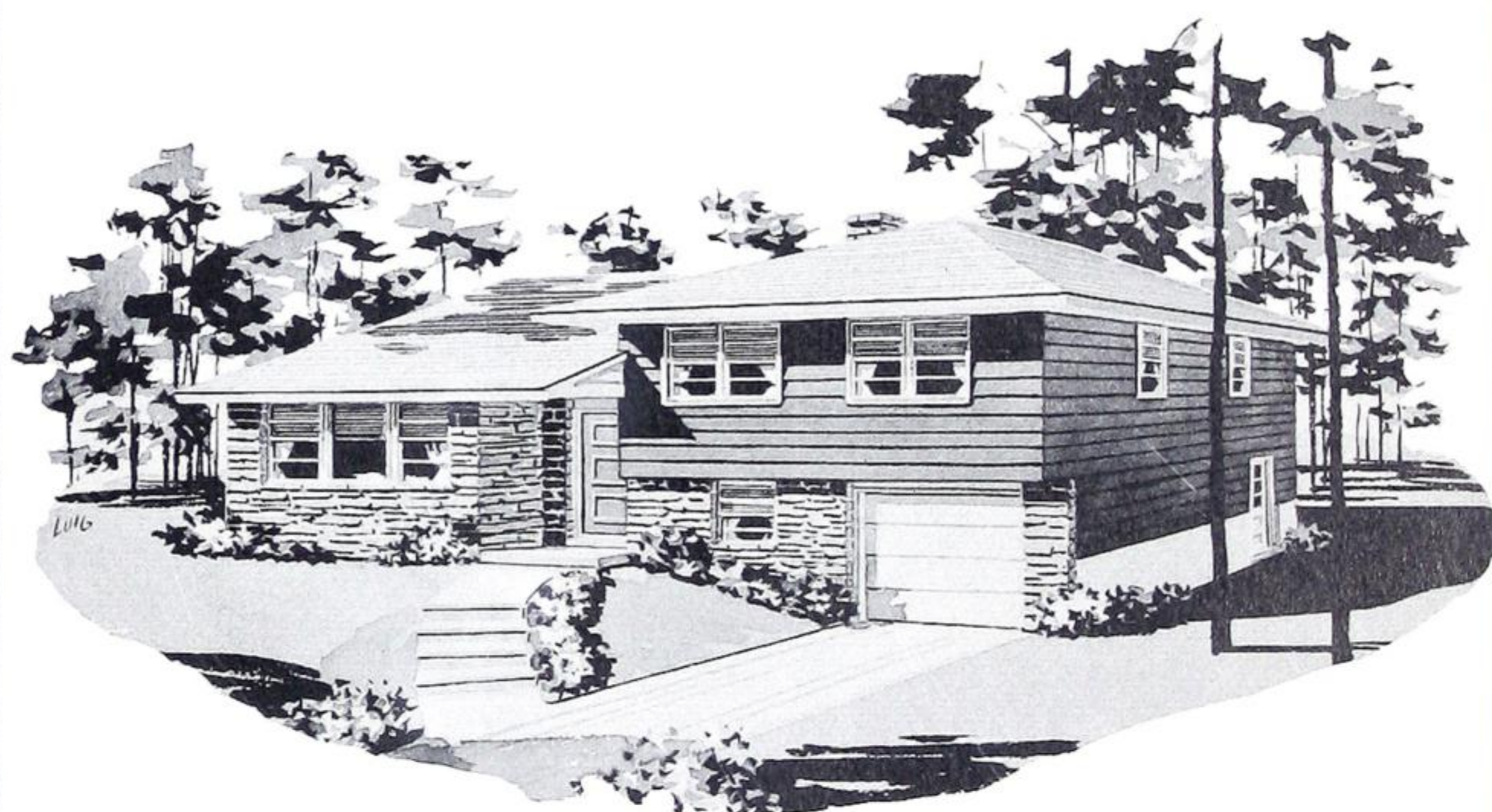
The Coolidge

WELL SUITED TO CORNER SITES

For terrain that suggests a plan of medium width, more than average depth, and a lower level garage. 3 bedrooms, 1½ baths. Living room, 13'2" x 17'3". Lower level includes recreation room, laundry, utility room and powder room.

1622 Sq. Ft.

41'0" wide, 31'8" deep



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